JANUARY 13, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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76%*

*Sales Management, 1957

of Maryland DRUG sales are covered by W-I-T-H at lowest cost per thousand!

And the other 24% are so far from Baltimore that they're controlled by distribution centers *outside* of Maryland.

When you buy W-I-T-H, you buy *all* of *Metropolitan* Baltimore's burgeoning population of 1,550,645**—up 20.2% in the past seven years alone. You get blanket coverage of the total effective buying market—and *no waste coverage*. You get by far the lowest cost per thousand.

That's why W-I-T-H has twice as many advertisers as other Baltimore radio station. That's why . . . for drugs and every other product . . . it rates as *your* first choice.

**Metropolitan Research

It "figures"! Baltimore's best radio buy is . . .

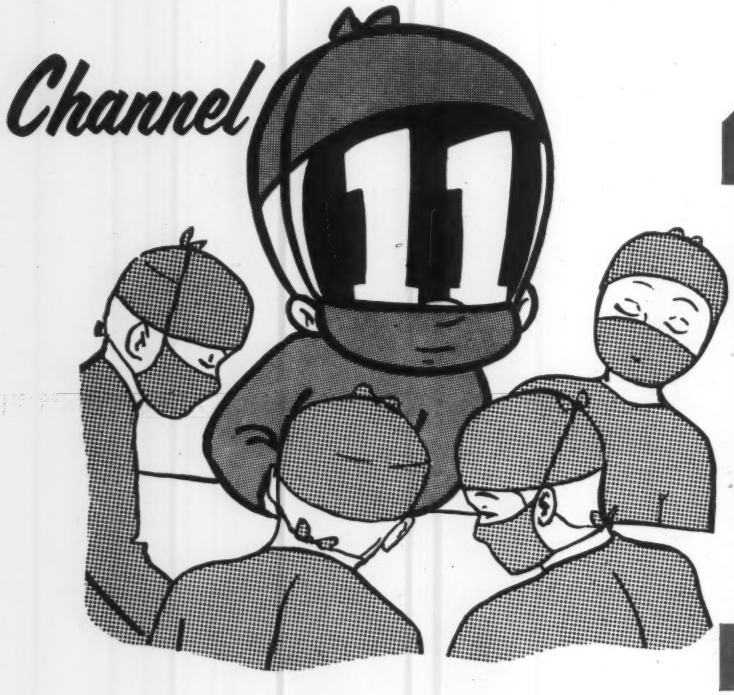
W-I-T-H

TOM TINSLEY, *President*

R. C. EMBRY, *Vice-President*

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

Louisville's FOREMOST and BEST KNOWN FIGURE



11

Even with a mask, WHAS-TV's Channel 11 figure is known by more individuals than any other man, woman, child . . . creature or character in the Louisville market.

He's a standout . . . synonymous with WHAS-TV's outstanding community service programs such as "Operation Cancer", the first live public telecast of a major operation; "WHAS Crusade for Children", which tested the hearing of 95,000 school children; "What's Your Question?", which allows viewers to ask direct questions of newsmakers every week.

The Channel 11 figure should remind you that for selling results, your advertising deserves individual attention . . . and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV programming PAYS OFF!

FOREMOST in Service—
BEST in Entertainment!

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Buyers and Users of Radio Advertising in Iowa

File this page with your folder on Des Moines Radio. This is information you must know in "shopping" this great market wisely.

KRNT went on the air 22 years ago. Its management has always tried to operate in such a manner that the public would be proud of the station.

KRNT is a 5,000-watt affiliate of the Columbia Broadcasting System.

KRNT is important to people. It is manned by people who have important work to do and they know it and the public knows it.

KRNT is programmed with the whole family in mind. It presents a balanced schedule of entertainment, religious, agricultural, educational, news, sports and discussion programs each week. This station operates in the public interest, convenience and necessity. It is mature.

The KRNT news operation is directed by a professional newsman. He directs a staff of eight professional newsmen. The newscasts on this station are now, and have been, among the highest rated in the United States. The people respect KRNT newscasts for their accuracy and objectivity. They like their completeness. KRNT news presentations are adult.

KRNT's professional three-man sports team is headed by a former college and professional athlete known throughout the nation. KRNT programs sports events heavily, and does them professionally.

Music heard on KRNT is selected by a qualified music director, a man of musical knowledge, a professional musical arranger. The music is selected for family appeal. Our musical offerings are always in good taste.

KRNT personalities are erudite, articulate, friendly, alert emcees. They serve as hosts. They are not "disc jockeys". Their bid to fame is not jive talk. They did not get to be be favored personalities by flagpole sitting or playing some record over and over for 24 hours. They are constant, useful companions to thousands. They entertain. They inform. They serve the people.

Here is an example. One afternoon recently when a snow storm caused hazardous driving and traffic tie-ups, KRNT threw formats away and reported conditions from all over the area. Four hundred phone calls were handled on a three-hour program. People depend on KRNT . . . KRNT never lets them down. The people who work here take pride in its operation and the people who listen to it respect it.

Because KRNT stands for something, it amounts to something to people. The policies which govern KRNT are well known by the people. There are many products and services we won't advertise. For instance, we don't accept beer or liquor advertising and people know we turn down thousands of dollars from this classification each year. In the last city election, KRNT did not sell political advertising. We gave it away—equitably—to all candidates. In this particularly vital election we figured the public was best served that way. Not all the people agree with the policies which govern our operation but they respect us because they know our principles are not for sale. KRNT is believable.

Character makes a medium believable. To be acted upon advertising has to be believed by the people you want to sell. It makes all the difference in the world who represents your company. KRNT has spent years building strong character in the community. It represents you well. Its reputation for dependability has been firmly established and is jealously guarded.

That's why KRNT is famous for results for advertisers. KRNT is believed *in* by most people. It has character. It stands for good things in the community. It has great acceptability among people in the age of acquisition. It amounts to something to people who amount to something. It is believed *by* people.

KRNT is a successful commercial station. It carries more local advertising by far than any other station in this six-station market. Most of its business is repeat business. It has an excellent repeat national spot business.

KRNT is a good radio station . . . has exceedingly high ratings, too.

KRNT, Des Moines, Iowa, is represented by a good organization, the Katz Agency, and their office is as near you as your telephone.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

more listeners are tuned to

1080

KRLD Radio Dallas

than to any other full-time radio station in the state of Texas

N.C.S. NO. 2

ONE ORDER — ONE BILLING — MAXIMUM COVERAGE — MINIMUM COST. KRLD, the oldest CBS affiliate in Texas, is the only 50,000 watt station in the Dallas-Fort Worth area not sharing its time and frequency with another station. This greatest of Southwestern markets, plus North Texas and Southern Oklahoma, can be delivered to you by KRLD at less cost per one thousand listeners. You need not divide contracts with two stations — you earn greater frequency discounts — you get maximum impact for minimum investment.

Without a doubt, KRLD Radio 1080, CBS outlet for Dallas-Fort Worth, is the biggest buy in the biggest market in the biggest state. In this rapidly expanding market your basic advertising medium should be — MUST be — KRLD.

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV Channel 4. KRLD-TV, telecasting with maximum power from atop Texas' tallest tower, reaches out farther, with a strong clear signal, than any other TV station in Texas.

KRLD Radio CBS
DALLAS

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

50,000 WATTS COMPLETELY SATURATE THE GREAT SOUTHWEST MARKET

closed circuit

DEFENSE PLAN • There's growing talk of setting up of tv network affiliates organization to contest those portions of Barrow Network Study Report that would disrupt network - affiliate relationships. Whether this committee would be composite of affiliates of all "live" networks or would break down into individual units is one of issues. Proposal is on agenda of CBS-TV affiliates which meet in Washington today (Mon.) and tomorrow.

•

Purpose of affiliates group or groups, however organized, would be to combat such extreme proposals as outlawing of option time and other currently accepted contractual relations between affiliates and networks wherever proposals might arise—at FCC, in Congress or even in courts. In 1937, Independent Radio Network Affiliates (IRNA) was formed on all-network basis to negotiate with AFM on employment of live musicians and later figured prominently in combatting FCC's then proposed chain monopoly regulations, which became effective in 1941.

•

PEACE PIPE • Contenders Tv of New Hampshire Inc. and WMUR-TV Manchester, N. H., were talking business last week: Tv of New Hampshire to buy ch. 9 facility from former New Hampshire Gov. Francis P. Murphy for $720,000. Details of purchase being worked out but at week's end specifics had not jelled. Tv of New Hampshire, comprising local businessmen, is withdrawing its application for ch. 9, whether or not purchase plans works out. Local group filed in opposition to WMUR-TV application for renewal and comparative hearing was scheduled to begin today (Monday). WMUR-TV previously had been earmarked for sale to Storer Broadcasting Co., for $850,000 conditioned upon move closer to Boston, but transaction was canceled by mutual consent.

•

How long will CBS wait for St. Louis ch. 11 situation to clear before closing on its $4 million buy of ch. 4 KWK-TV in that city? Appeals court issuance two weeks ago of stay on ch. 11 transfer by CBS to unsuccessful applicants on face blocks CBS's ch. 4 buy. Network will probably await appeals court reaction to FCC plea last week that matter be reheard by full court (see page 86), but it could—and probably will, if legal maneuvering stretches out—surrender its ch. 11 grant and close ch. 4 sale pronto. Stay was granted by split court on plea by St. Louis Amusement Co., one-time ch. 11 applicant.

•

THE MOULDER MOOD • Never has FCC been more gloomy about convening of new Congress, entirely because of activities of Moulder Subcommittee on Legislative Oversight (see page 76). There's violent disagreement among members of subcommittee itself on procedures of staff (which reportedly has already spent much of $250,000 budget in less than year) sending its investigators to opposite coasts and to hinterlands in checking FCC expense vouchers and trying to tie up entertainment with influencing of FCC on major tv decisions.

•

Checking of expense vouchers by FCC members and staff and gifts to their families is only part of dragnet. Fact that several FCC members have RCA color receivers in their homes (as do quite a few members of Congress) is being talked up. Country club vouchers in Washington have been checked involving not only Washington network and other representatives, but also number of Washington attorneys. In rift on committee, Chairman Moulder (D-Mo.) has been charged with giving to press incorrect information following last Wednesday's executive session. It's likely that when FCC is called, possibly two weeks hence, executive, rather than public hearing will be held.

•

RUMOR BRAKE • C. Terence Clyne last week chose direct way of trying to stop rumor that his recent promotion to "senior vice president in charge of worldwide tv-radio" at McCann-Erickson [AT DEADLINE, Dec. 16, 1957] was no more than kick upstairs. Mr. Clyne sent out personalized circular letter advising that "there is no change in my responsibilities on the television-radio front for all of our domestic clients" and that foreign offices "simply are an added duty." He added that he still had account management responsibilities for Liggett & Myers and Bulova. Letterhead identified him as "C. Terence Clyne, chairman, plans review board."

•

Mutual's extension of broadcast day to 2 a.m. (from 12 midnight) begins today (Monday) and network is understood to have lined up first sponsor in new period. It's Hudson Vitamin Corp., New York, which has signed for Mon.-Fri., 12:15-12:30 a.m. portion of Barry Gray Show *(Mon.-Fri., 12:05-2 a.m.), beginning today. Hudson also reported to have bought Mon.-Fri. 12:15-12:20 p.m. segment of MBS's* Answer Man. *Agency: Pace Adv., New York.*

•

AWARDS PREVIEW • CBS-TV and NBC-TV will split major honors in 1957 Sylvania awards, to be presented Thursday night. Citations for distinguished achievements in creative tv techniques will have special meaning to both networks since two programs singled out—NBC-TV's *Tonight* (to be renamed *Jack Paar Show*, see page 63) and CBS-TV's telementary series *The Twentieth Century*—represented considerable risks and investments. CBS-TV, it's understood, scored well in news and public affairs categories and NBC-TV is to be cited for broadening its news service over past year.

•

That airspace-drop-in situation (see page 78) has become so snarled that top level group of broadcast and FCC representatives met several weeks ago at NAB headquarters in Washington, decided that full-scale meeting with aviation representatives must be held soonest. Details for meeting being worked out.

•

AIR MINDED • Dominance of broadcasting in media strategy of Parkson Adv. is pointed up anew in allocations just made for agency's client, Pharmaceuticals Inc., for 1958. Agency, which since Oct. 1 has been headed by Ted Bergmann, former vice president of McCann-Erickson, is committing approximately $14 million for network tv; $3 million for spot tv and radio and $3 million for print media (Sunday supplements and national consumer magazines). Products include Geritol, Sominex, Williams Aqua Velva, Lectric Shave and shave creams, Serutan-Plus, and Zarumin, plus J. B. Williams Division's Williams shaving products, Skol sun tan lotion, Conti hair shampoo and Kreml hair tonic.

•

Why did FCC choose oral hearings on Barrow Report recommendations when for last few years it has traveled "paper" route, asking that written comments be submitted? There are number of cogent reasons justifying step (see page 82), but some cynical observers predict that method and March 3 date meet tactical situation with Congress; it will be about then that Congressional committees may become interested in network activities, and Commission could say, with proper justification: We can't talk about matter; it is before us now.

•

SURPRISE WITNESS • Subscription television hearing, which opens tomorrow (Tues.) before House Commerce Committee, may get off to start which toll tv advocates won't like. Late Friday there emerged possibility that Rep. Emanuel Celler (D-N.Y.), chairman of powerful House Judiciary Committee, would be first witness when hearings begin. Rep. Celler is among most outspoken opponents of subscription television in any form.

ALL WAYS FIRST!

FIRST Network . . . . . .

FIRST Feature Film Library

FIRST in News . . . . . .

FIRST in Syndicated
Half Hour Shows

FIRST in Audience Surveys

FIRST in Service . . . . . .

CBS TV

ARS GRATIA ARTIS

AP

U.P.

ARB

PULSE

The Peabody Award

WOW-TV *Channel* **6** *Omaha*

A *Meredith* Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

BLAIR-TV
Representatives

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Tv Costs Assailed, Defended—Campbell-Ewald radio-tv chief says tv ownership is near saturation point and that with third network competing for audiences, further cost increases may not be justified. Other agency executives give their views. TvB contends growth in tv homes and in time spent viewing means all networks' audiences will go on growing. Page **33.**

ADVERTISERS & AGENCIES

From Tip to Toe—Revlon, familiar name in painting milady's finger-tips, turns to shining m'lord's boots as it purchases, for cash, tv-wise Knomark Mfg. Co., Brooklyn, shoe polish firm. Revlon hints at further external diversification but no change in agency structure is contemplated. Page **41.**

Agency Gains Edge in Idea Fight—Federal district court judge confirms the preliminary injunction granted Warwick & Legler last October in fight with ex-client Schick over use of the "cotton test" idea. But final solution to the dispute must await formal hearing. Page **35.**

NETWORKS

Barrow Report High on CBS-TV Agenda—Meeting of executives from network and affiliated stations opens tomorrow in Washington. Network Study Report due for much discussion. Page **60.**

Auto Radio Network?—Stations sought as possible affiliates in plan to provide radio programming for motorists. Thinking of "American Automobile Network": monthly retainer to "affiliates" and optioning of some time for national sponsorship. Page **64.**

Rating Jubilee—NBC-TV claims to be No. 1 in nighttime schedule based on Nielsen's Nov. 11 report, leading CBS-TV for the first time since September 1954. Page **64.**

GOVERNMENT

Toll Tv on Capitol Hill—House pay tv hearings, beginning tomorrow (Tuesday), extended to cover minimum of six days with toll proponents to follow FCC to stand. NAB and networks to lead opposition fight as four more bills are introduced in Congress to prohibit pay tv. Page **76.**

Moulder Reader to Start—Following controversial 2½-hour executive session of House Legislative Oversight Subcommittee, Chairman Moulder announces hearings will start on FCC "within two weeks." Rep. Moulder's account of other doings that went on behind closed doors are "inaccurate," say others. Page **76.**

Hearing on Barrow Set for March 3—FCC asks for notification of witnesses by Jan. 31, hopes to keep tight reins on one of most significant hearings to broadcasters in years. At stake are many fundamental network practices. Page **82.**

Caught Between FCC, Airspace—Applicants for vhf drop-in channels stymied in Airspace Panel. Because of mileage separation and city service signal requirements, antenna sites are limited—conflicting with antenna farm idea mothered by aeronautical interests. Page **78.**

FILM

The Busy Tempo at UI-TV—Universal-International Studios' 10-year log shows an output of well over 5,000 commercials for more than 50 different advertisers. Here's a look at its history. Page **46.**

'Victory' Still Going Strong—NBC Television Films' *Victory at Sea*—though shown on the NBC-TV five years ago and released for syndication in 1953—continues to maintain a healthy list of buyers. Page **52.**

AAP Splits Warner Package—Distributor now offers features on 52-title basis to be released in stages. Cuts 200 titles from more than 800 picture offerings. Page **54.**

TRADE ASSNS.

Colleges Scan Pay Tv—New medium's future role in football to be scrutinized by National Collegiate Athletic Assn. Controls similar to network tv rules will be considered by new NCAA tv committee. Page **95.**

OPINION

The Case for Film Tv—Live programming has its place, says Leslie Harris, but there are many more attributes, including flexibility, that usually weigh in favor of the filmed product. The vice president and general manager of CBS-TV Film Sales expresses his opinions in a tape-recorded interview with BROADCASTING editors—a sequel to producer David Susskind's comments favoring live tv [OPINION, Dec. 30]. Page **120.**

MR. FATT

The Mass Sales Approach Is Wrong—Your tv commercial should have the individual touch, encompassing empathy, personification, believeability and imagination. That's the advice of Arthur C. Fatt, president of Grey Adv., writing in this week's MONDAY MEMO. Page **129.**

EDUCATION

$2.5 Million for Educational Tv—That's the amount Ford Foundation reports it spent to help ETV during the year ended Sept. 30, 1957. Page **66.**

MANUFACTURING

Buyers at the Mart—Radio-tv dealers, converging on Chicago's mid-winter furnishings show, eye the big (console hi-fi) and the little (portable transistor tv) in receivers. RCA's Collins forecasts continued growth in high fidelity. Page **68.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

New word from New Orleans:

WTIX now enjoys 29.2% of the daytime radio audience. (7 a.m.-6 p.m., Mon.-Fri., November-December Hooper.)

And then, there's Pulse:

WTIX is first in 433 quarter-hours, tied for first in 22, second in only 48 and third in only 1 . . . of a total of 504 quarter hours.

So whether you go by Hooper or Pulse . . . you've got yourself the dominant New Orleans station . . . when you buy WTIX.

Chat with Adam Young . . . or WTIX General Manager Fred Berthelson.

WTIX *first . . . and getting firster in 11-station* **NEW ORLEANS**

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
GEORGE STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

COURT SLAPS JUSTICE IN RCA-NBC SUIT

Federal judge in Philadelphia District Court Friday told Department of Justice it had no basis for suing RCA-NBC under antitrust laws in NBC's acquisition of Westinghouse's Philadelphia radio-tv properties last year after FCC approved transaction.

Judge William H. Kirkpatrick, denying Justice Dept. motions to strike RCA-NBC defenses, ruled:

• FCC has primary jurisdiction over transfers, and after it has approved transaction, Dept. of Justice cannot attack it.

• When administrative agency makes final decision in matter under its jurisdiction, this can be attacked only according to statutory provisions — first by appeal to FCC, then to U. S. Court of Appeals. This refers to doctrine of administrative finality.

• FCC decided case, so other government agencies are bound by its decision. This is doctrine of *res judicata.*

Lengthy, 22-page opinion sustained RCA-NBC defense on these three significant factors. Next step, legally, is for Judge Kirkpatrick to dismiss suit, it is understood.

Effect of decision hits both ways. Justice Dept. will now have to inform FCC immediately when it desires to participate in cases, and FCC, it is thought, will now have to rule on antitrust charges in hearing cases. Ironically, FCC sided with Justice Dept. in opposition to RCA-NBC position on right of Justice to bring antitrust suit even after FCC approved transfer case.

Asst. Attorney General Victor R. Hansen, chief of antitrust division, said he had not seen ruling and declined comment until he had read and studied it. He observed that if ruling strikes at fundamental intergovernment activities, undoubtedly Justice will appeal to higher courts.

Another Justice Dept. source said that based on information available, appeal undoubtedly will be taken. "After all," he said in response to observation terming decision defeat for Justice, "don't forget we lost the DuPont case in district court too." Last year Supreme Court of U. S. upheld Justice Dept. antitrust suit involving DuPont Co.'s holdings in General Motors Corp.

In NBC-Westinghouse case, NBC in 1955 acquired Westinghouse's KYW and WPTZ (TV) Philadelphia in exchange for network-owned WTAM-AM-FM and WNBK (TV) Cleveland. In addition NBC paid Westinghouse $3 million. Informal allegations were made at time that NBC had threatened Westinghouse with withdrawal of all NBC affiliations unless Westinghouse agreed to swap.

FCC conducted investigation of coercion charges, and in December 1955 approved transfers by vote of five to one (Comr. Bartley dissenting). Commission had advised Justice of applications and allegations, but Justice's only response, few days after Commission approval, was that it was investigating for possible antitrust violations. Justice did not ask FCC to hold up action on transfers.

Justice Dept. submitted case to grand jury in Philadelphia in summer of 1956, but no indictment was brought in. Civil antitrust suit was filed by Justice Dept. in December 1956 in Philadelphia District Court, seeking not only abrogation of Philadelphia-Cleveland swaps but also divestiture of such NBC assets as deemed "necessary and appropriate."

More Time for Class IV Comments

FCC on Friday extended time for filing of comments on proposed rule-making to permit local Class IV stations to increase power to 1 kw (from maximum 250 w now) from Jan. 13 to Feb. 12. Community Broadcasters Assn., representing local stations, asked for across-board increase in maximum power; Commission's rule-making proposes this, with important limitations.

St. Louis Tax Idea Not Offered

Advertising tax suggestions for St. Louis not submitted to board of aldermen's weekly meeting last Friday. Alderman Alfred Harris fortnight ago had said he would propose exploration of idea to Jan. 10 session [ADV. & AGENCIES, Dec. 30, 1957]. No reason given for Friday inaction. Tax was to be patterned along lines of Baltimore's recently-enacted 6% levies.

C-C Tv '57 Gross: $3.2 Million

Closed-circuit tv communications industry grossed estimated $3.2 million during 1957, Nathan L. Halpern, president of TNT Tele-Sessions Inc., N. Y., announced Friday. In 1957 TNT itself provided closed-circuit services to 23 accounts producing gross revenues of $2,610,000, "about 81% of the entire industry," Mr. Halpern claimed.

GENEROSITY'S REWARD

NBC-TV's Dave Garroway announced Friday he has been "swamped" with requests for copies of Rockefeller report on national security since his offer on *Today* show, three days earlier, to send it to any viewer who asked for it. At last count 200,000 requests for copies of 25,000-word report had been submitted, Mr. Garroway said, describing mail-pull as "35 times greater than the response to any other single *Today* program in its six years on the air."

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

BUDGETING $2 MILLION • Drackett Co. (Windex window spray and Drano cleanser), Cincinnati, understood to be allocating $2 million in gross billings for campaign directed to women's audience, buying 15-minute segment on alternate weeks for 52 weeks on five NBC-TV daytime shows—*Price is Right, It Could be You, Matinee Theatre, Treasure Hunt* and *Queen for a Day*. Order is to take effect in March. Agency: Young & Rubicam, N. Y.

KEEPS 'THIN MAN' RUNNING • Colgate-Palmolive Co., N. Y., has renewed MGM-TV's *Thin Man* series on NBC-TV, Fridays 9:30-10 p.m., for another 26 weeks. Involved are 13 new programs for rest of season, plus 13 re-runs. Ted Bates & Co., N. Y., is agency.

SPORTS AND SPOTS • Chesebrough-Ponds Inc. (Valcream hair-groom), N. Y., planning tv schedule using sports shows and spots in selected number of markets, starting Jan. 27 for 52 weeks. Compton Adv., N. Y., is agency.

PURSUING HOUSEWIVES • Chas. B. Knox Gelatine Co., Johnstown, N. Y., today (Mon.) launches 13-week saturation daytime tv spot campaign in Toledo, Oklahoma City, Louisville, Atlanta, Kansas City and Nashville and will make bid for housewife radio audience starting Jan. 27 with two-week participation campaign in ABN's daytime schedule. Programs include Don McNeill's *Breakfast Club, Jim Backus Show, Herb Oscar Anderson Show, Jim Reeves Show*. Charles W. Hoyt Co., N. Y., is Knox agency.

CRISCO SPOTS • Procter & Gamble (Crisco), Cincinnati, planning television spot schedule to break within next 10 days in number of markets with until-forbid contract. Compton Adv., N. Y., is agency.

GREYHOUND TO RUN • Greyhound Corp., Chicago, through Grey Adv., N. Y., planning radio and tv spot schedule. Radio starts Jan. 19 for 13 weeks in about 40 markets and television March 30 for 10 weeks in west coast area. Latter schedule will run in Oregon, Utah, Nevada, California and Washington.

TEXACO TABS • Texas Co. (Texaco petro-

Continues on page 10

at deadline

Rep. O'Konski Selling Two Ams; Three Other Purchases Announced

Purchase of broadcast properties owned by Rep. Alvin E. O'Konski (R-Wis.) by group owning ch. 7 WSAU-TV Wausau, Wis., for $225,000 announced Friday. Purchasers bought WOSA Wausau (550 kc with 5 kw, ABC-MBS affiliation) and WLIN (FM) Merrill, Wis. (100.7 mc, with 9.7 kw). Transaction is subject to usual FCC approval.

Other sales announced, also subject to FCC authorization:

• WABB Mobile, Ala.—Sold to Cy Blumenthal by *Mobile Press Register* for $150,000. Mr. Blumenthal also owns WARL Arlington (Washington, D. C.), WCMS Norfolk, both Va.; KCKN Kansas City, Mo., and 10% of WROV Roanoke, Va. WABB operates on 1480 kc with 5 kw, with ABC affiliation.

• WBOP Pensacola, Fla.—Sold to E. O. Roden group by Vern L. Bressler and associates for $65,000. Mr. Roden and his associates also control WBIP Booneville, WAZF Yazoo City, WEGA Newton and WTUP Tupelo, all Miss., and KREL-AM-FM Baytown, Tex. Paul H. Chapman Co. handled transaction. WBOP operates on 980 kc with 500 w daytime. Application filed for FCC approval Friday.

• Filed Friday for FCC approval was $43,500 sale of 54% of KAVE-AM-TV Carlsbad, N. M., by Edward Battison and wife to Edward P. Talbott and associates. Mr. Talbott currently owns 22% of stations and would own 50.5% upon Commission approval. He also owns 5% of *El Paso* (Tex.) *Times* and KROD-AM-TV there. Mr. Battison is radio consulting engineer. CBS-affiliated KAVE operates on 1240 kc with 250 w; ch. 6 KAVE-TV is affiliated with all three networks. Stations' balance sheet, dated Nov. 30, 1957, showed deficit of $19,294.

Happy Pennsylvania Radio Client Doesn't Stint in Praising Medium

Using radio is "best thing" that ever happened to Bright's Stores Inc., according to Board Chairman Richard D. Edwards, whose firm operates stores in two small Pennsylvania markets: Lansford (pop.: 8,000) and Lehighton (pop.: 6,565).

Latest issue of Radio Advertising Bureau's membership newsletter, *The Radio Salesman*, which was being prepared Friday for distribution, says company puts 4% of its $2 million-plus annual sales into advertising, 1.5% in radio (half-hour broadcasts from main store in Lansford every Saturday) and remaining 2.5% in other media including seven newspapers. RAB letter quotes Mr. Edwards:

"When we went on radio 23 years ago it was the best thing we ever did. I don't believe in 13-week contracts. Radio is a 52-week proposition. The longer a store is on the air, the greater the returns in sales and good will."

President Asks $8.95 Million For FCC in Fiscal 1959

President Eisenhower's budget requests for fiscal 1959, being sent to Congress today (Mon.), asks $8.95 million appropriation for FCC. This represents $650,000 increase over $8.3 million appropriated for current fiscal year. Commission received $7.8 million for fiscal 1957. President also asked $6 million appropriation for Federal Trade Commission and $110 million for U. S. Information Agency.

President's message revealed $1.7 million will be earmarked during 1959 for Commission broadcast activities ($1.6 in 1958, $1.5 in 1957); $7.3 million for personnel salaries ($7 million in 1958, $6.9 million in 1957); $434,600 for Conelrad ($370,000 in 1958, $239,000 in 1957). Average salary for Commission employes during fiscal 1959 is expected to be $6,208, compared to $6,203 during current year and $6,257 in 1957.

FTC requested budget is up $50,000 over $5.9 appropriated for fiscal 1958 and agency received $5.5 million in 1957. Total earmarked for investigation and litigation during 1959 is $1.2 million (same figure as current year, $1.1 million in 1957).

USIA request has been raised above $95 million appropriated for current year, but is still below $113 million agency received for fiscal 1957. Of 1959 request, $20 million will go for broadcast services ($17 million this year, $20 million in 1957). Additional $5 million was requested for transmitter in Near East.

Cincinnati Court Order Bans Secondary Boycott of WCKY

Temporary injunction restraining American Federation of Television & Radio Artists and its Cincinnati local from secondary boycott activities granted late Friday by Judge John H. Druffel, of U. S. District Court, Cincinnati. Order was requested by National Labor Relations Board pending board action on its own complaint against AFTRA procedure in strike against WCKY Cincinnati [PERSONNEL RELATIONS, Jan. 6].

Judge Druffel restrained union, its staff and employes as well as members from attempting to induce personnel not to work on production of commercial transcriptions for use on WCKY. His order covered picketing designed to force agencies or advertisers not to do business with WCKY and it instructed union to inform personnel about injunction. AFTRA contended mistake had been made and that effort had been made to correct it. Union claimed members acted as individuals and not in concert.

PEOPLE

BERNARD E. NEARY, formerly station and general sales manager, WINZ Miami, appointed managing director of Storer Broadcasting Co.'s WGBS that city.

R. MORRIS PIERCE, in charge of WANE-TV Fort Wayne, Ind., since start in 1954, named vice president and general manager of WANE-AM-TV. In new combined operation, **REID G. CHAPMAN** will be WANE manager under Mr. Pierce with direct responsibility for radio sales and programs.

JOSEPH C. WINKLER, formerly of WCAU Philadelphia, named commercial manager of WFLN (FM) that city by Raymond S. Green, executive vice president of good music outlet.

ROBERT D. MORGAN, with Calkins & Holden, N. Y., since 1956, elected vice president and director. **FRANK J. HARVEY,** formerly with General Foods, elected agency treasurer and **WALTER B. GEOGHEGAN,** C & H vice president, elected director.

EDWIN L. FLETCHER, 38, research director at Keyes, Madden & Jones, Chicago, who died at Hinsdale (Ill.) Sanitarium and Hospital Thursday, to be buried in Hinsdale today (Mon.). Survivors include wife and two children.

BUSINESS BRIEFLY

Continues from page 9

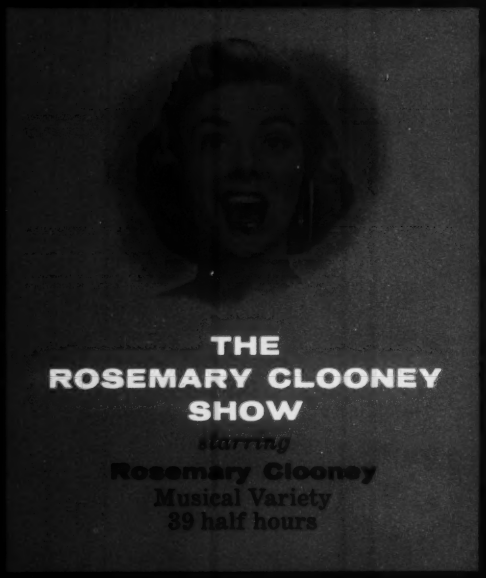
leum), N. Y., reported lining up three-week spot tv campaign in more than 50 markets, starting end of January, using largely nighttime station break and ID announcements. Agency: Cunningham & Walsh, N. Y. Texas Co. also has placed order with NBC-TV for special show to be telecast April 9, 9-10 p.m. Program will tie in with Texaco's swing-into-spring campaign and will feature Benny Goodman and other stars. Show will be created and produced by C&W in association with William Morris.

NETWORK RADIO-BOUND • Q-Tips Inc. (cotton swabs), Long Island City, N. Y., making first use of network radio starting Feb. 17 with 13-week participation (10-a-week) drive using NBC radio's *Bandstand, News of the World,* and *True Confessions.* Lawrence C. Gumbinner Adv., N. Y., Q-Tip agency, is also buying supporting radio spot in as-yet-undetermined number of markets.

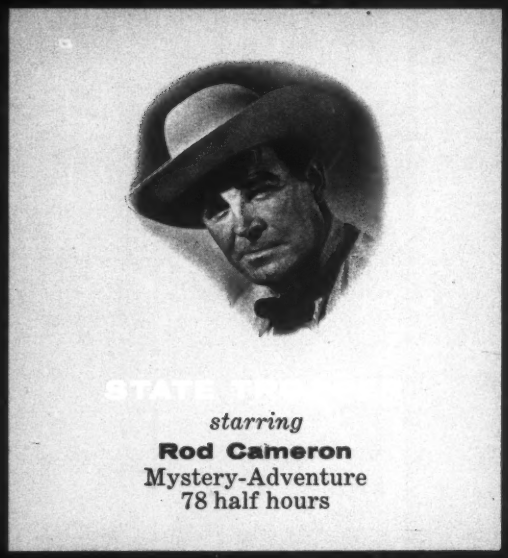
Johnson Motors Buys Hope

Schedule for three Bob Hope tv programs on NBC-TV this spring has been set for co-sponsorship by Johnson Motors (outboard engines), Waukegan, Ill., it was announced Friday by W. H. Jonas, advertising-sales director. While no co-sponsor signed by network yet, "several are actively considering participation" according to Mr. Jonas. Date and time for Hope shows: Feb. 6 (8:30-9:30 p.m. EST), March 2 (9-10 p.m.) and April 5 (9-10 p.m.).

be great in '58... with your own top-rated
mca tv
film syndication program!



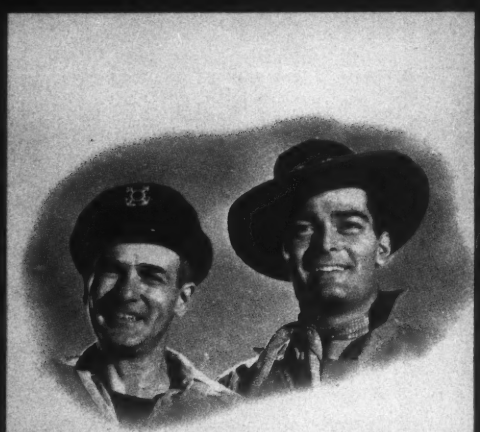
THE ROSEMARY CLOONEY SHOW
starring
Rosemary Clooney
Musical Variety
39 half hours



starring
Rod Cameron
Mystery-Adventure
78 half hours

HOLLYWOOD STAR PLAYHOUSE
Famous Hollywood Stars
Drama
over 400 half hours

DR. HUDSON'S SECRET JOURNAL
starring
John Howard
Drama
78 half hours



SOLDIERS OF FORTUNE
starring
John Russell and Chick Chandler
Adventure
52 half hours

CRUSADER
starring
Brian Keith
Drama
52 half hours

WATERFRONT
starring
Preston Foster
Drama
78 half hours

THE RAY MILLAND SHOW
starring
Ray Milland
Comedy
76 half hours

with
Marvin Miller
Drama
39 half hours

MAN BEHIND THE BADGE
starring
Charles Bickford
Drama
39 half hours

GUY LOMBARDO
and his Royal Canadians
Musical Variety
78 half hours

FEDERAL MEN
with
Walter Greaza
Drama
39 half hours

Western Features
starring
ROY ROGERS
67 hour-long features

HEART OF THE CITY
with
Pat McVey, Jane Nigh
Drama
91 half hours

CITY DETECTIVE
starring
Rod Cameron
Mystery
65 half hours

Western Features
starring
GENE AUTRY
56 hour-long features

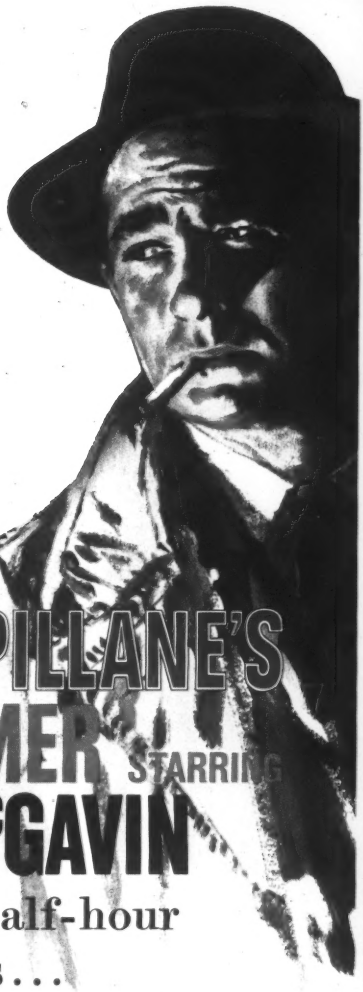
HEADLINE
starring
Mark Stevens
Drama
39 half hours

starring
Alan Hale, Jr. and Randy Stuart
Drama
26 half hours

ADVENTURES OF KIT CARSON
starring
Bill Williams
Western
104 half hours

MAYOR OF THE TOWN
starring
Thomas Mitchell
39 half hours

PLAYHOUSE "15"
Drama
78 quarter hours



'58's NEWEST...
'58's GREATEST!

MICKEY SPILLANE'S MIKE HAMMER STARRING DARREN McGAVIN

in 39 all-new half-hour mystery dramas... available only to regional and local advertisers

MICKEY SPILLANE

America's fastest-selling mystery writer comes to television — and you're the winner! Mickey Spillane fans number over 50,000,000. His books — best-sellers all — have already sold over 28,000,000 copies. Now Spillane's unique brand of fast and tough action has been translated into a great new television thriller. Act fast... be tough... get MICKEY SPILLANE'S MIKE HAMMER *in your market today!*

your own big-time star...your own hit show...

your own choice of markets...all yours with

mca tv

distributors of the highest-rated film series in America...all made expressly for you, the regional and local advertiser!

be great in '58 with America's No. 1 distributor of television film programs...three-time winner of the television industry's highest award for "service to stations, agencies and advertisers" (The Billboard Annual All-Industry Poll)

mca tv

For availabilities, prices and private screening, write, wire, phone your MCA TV film syndication representative in

NEW YORK	598 Madison Avenue	Plaza 9-7500
BEVERLY HILLS	9370 Santa Monica Blvd.	Crestview 4-7711
ATLANTA	515 Glenn Bldg.	Jackson 4-5846
CHARLOTTE, N. C.	106 N. Caldwell St., P.O. Box 1503	Franklin 7-5360
CHICAGO	430 North Michigan Ave.	Delaware 7-1100
CINCINNATI	426 Transportation Bldg.	Parkway 1-1144
CLEVELAND	1172 Union Commerce Bldg.	Cherry 1-6010
DALLAS	2311 Cedar Springs	Riverside 7-7536
DETROIT	15037 W. Eight Mile Rd.	Broadway 3-8690
KANSAS CITY 15, MO.	6014 W. 76 Terrace	Niagara 2-2064
MINNEAPOLIS	1048 Northwestern Bank Building	Federal 3-5552
NEW ORLEANS	504 Delta Bldg.	Express 2087
PITTSBURGH	530 Sixth Avenue	Grant 1-9995
SAN FRANCISCO	105 Montgomery St.	Douglas 2-4368
SEATTLE	101 Jones Bldg.	Mutual 4567
ST. LOUIS	303 Gill Avenue, Kirkwood 22	Taylor 1-0974
TORONTO	180 University Avenue, Toronto 1, Ontario	Empire 3-4031
LONDON	139 Piccadilly, London, W.1 England	Mayfair 7211
PARIS	49 bis Avenue Hoche, Paris 8me France	Wagram 92-41
ROME	11 Via Tevere	860809
MUNICH	G.m.b.H. Maximilianstrasse 44	295863
BERLIN	G.m.b.H. Ebereschenallee 15, Charlottenburg 9	944915

Ghost Story

EDITOR:

In an effort to stir up some additional promotion for the scheduled start Jan. 7 on WFGA-TV Jacksonville of the new syndicated series, *The Gray Ghost*, I instituted a search for a living relative of Colonel John Mosby, the Confederate guerilla whose adventures are being told in the series. Thumbing through a Jacksonville telephone book, I found a Leonard Mosby. This Mosby was a distant relative of the fighting colonel, all right; he also is production manager of WMBR-TV Jacksonville, a competing station here.

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EDITOR:

We . . . are fighting this pay-tv issue. . . . We are against it and in May last year we passed a resolution against pay-tv. I would very much like to have the Nov. 18, 1957, issue of your magazine as it had the cross-country pulse on pay-tv.

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State Radio & Tv Chairman
California Federation of
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Our college library carries your excellent publication and we thought we laymen have our best chance to get through to the broadcasters through BROADCASTING.

It would be possible to superimpose slides on the picture exclusively instead of interrupting some of the fine bands. . . . The industry still has a lot to learn about parade telecasts. . . .

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U. of Minnesota
Duluth

Divided Opinion

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George W. Hamilton
98th Machine Records Unit
Ft. George G. Meade, Md.

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He contradicts himself again and again. For instance, he says, "When you see a film that says, 'George Stevens directed and produced'—you can bet your money it's going to be a good show." No argument! But even George Stevens had to start some time. On the other hand, Mr. Susskind says, "Yes, we find a competitive situation with Hollywood and yet, every time they buy away a Rod Serling, Eva Marie Saint or Grace Kelly, new Serlings, Saints and Kellys rear their wonderful heads, and so we have an endless pouring in of new talent. . . ."

As all the new talent has to start some time, so a film producer has to start some time. Not all new talent is good; so not every film producer is good. But as some of the new talent makes the grade, so do some of the new film producers. It is ridiculous to condemn all film for television because a few are no good.

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Jersey City 6, N. J.

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JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

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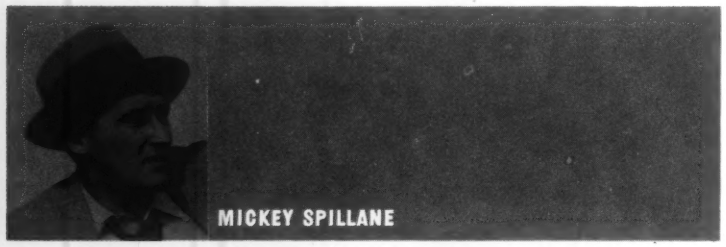

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Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

the last word

in lower cost per thousand unduplicated homes . . .

THE seven o'clock FINAL

7

Jerry Strong
entertainment news
7:00–7:05 p.m.,
Monday–Friday

Bill Malone
sports news
7:05–7:10 p.m.,
Monday–Friday
Curles Moving
Miller Brewing
available Mondays only

Del Malkie
local news, weather
7:10–7:15 p.m.,
Monday–Friday
SRO/Cities Service

Not only top-rated by ARB, but least expensive:

	per thousand unduplicated homes
THE SEVEN O'CLOCK FINAL:	**$4.10—$4.37**
WRC-TV's News Program:	**$8.65—$9.27**
WTOP-TV's News Program:	**$6.20**
WTTG's News Program:	**$9.05**

in short . . . **the seven o'clock final** *is the* **last word** *for sales in* **Washington**

wmal-tv abc

maximum power on channel **7** **WASHINGTON, D.C.**

AN *EVENING STAR* STATION

for full availability information, check H-R Television, Inc.

IN REVIEW

THE LAST WORD

The Last Word has reappeared on CBS-TV's Sunday afternoon "egghead" lineup. It's very welcome.

An informed and witty panel weighed, among other things, the difference between *knowledge* and *wisdom;* the pronunciation of *sputnik* and whether the incorporation of the word into general usage constitutes a propaganda triumph for the Soviets.

One subject discussed was—and is—of particular interest to the broadcast advertising business: the matter of the "incompleted comparisons" in radio-tv commercials particularly and in other forms of advertising. The term applies to a product, for example, that claims to "clean cleaner" but makes no comparison with another product. The panel for the premiere telecast—Dr. A. Whitney Griswold, president of Yale U.; Gretchen Finletter, author-playwright and John Mason Brown, author-critic—felt the "incompleted comparison" is "deceptive" and "offensive." Mr. Brown was particularly perturbed about "coffier coffee" and suggested that only "cornier corn" could be more distasteful.

Production costs: $6,900.
Returned to CBS-TV Sun., Jan. 5, 3:30-4 p.m.
Produced by Bill Weinstein for the Public Affairs Dept., CBS News; director: Lamar Caselli; moderator: Dr. Bergan Evans.

ADVENTURE AT SCOTT ISLAND

It used to be fashionable among tv small-talkers to swear Sunday night allegiance to either Sullivan or Allen. There could be no compromise. That is, until ABC-TV adroitly straddled Bret Maverick across 7:30-8:30 p.m., and wound up rustling a good chunk of the ratings.

And, with the prospect of Sid Caesar and Imogene Coca coming on at 9 (starting Jan. 26) it appeared that the Treyz troops were readying a Sunday night coup. But a big question mark hangs over that 8:30-9 slot when ABC-TV and Camels splash around the New England seacoast with *Adventure at Scott Island.*

True, *Scott Island* continues the adventure theme of *Maverick* but it's questionable whether it can stand up against the competition or provide a strong enough bridge between the four-bell programs that ABC-TV plans fore and aft.

Barry Sullivan, as Captain David Scott, an ex-Navy officer, is harbormaster of Scott Island and, like his forefathers who sailed the New England coast, is responsible for the general welfare of the island. The first film was concerned with the rescue of a boy trapped in a tidal cave while seeking hidden treasure.

Mr. Sullivan was properly heroic in saving the lad, and he handled his acting chores creditably, despite the wooden support from others in the cast and a generous sprinkling of stereotype lines in the script. Filmed on location in Massachusetts, the series promises some interesting and picturesque backgrounds for the harbormaster's adventures.

It appears that *Adventure at Scott Island*

HERE - Take Our PULSE!

STRONG and STEADY 24 HOURS A DAY

The Healthiest Ratings in Omaha...

HOOPER	PULSE	TRENDEX
Nov.-Dec. 1957	Nov. 1957	Dec. 1957
8 A.M.-10 P.M.	8 A.M.-6 P.M.	8 A.M.-6 P.M.
43.2 share	**23.0 share**	**40.8 share**

All Put KOIL in the Winners' Circle!

KOIL

Avery-Knodel Rep.

A Vital Force in Selling Today's Omaha

with more than twice as many listeners as any other station

DON W. BURDEN, President

CHANSATIONAL! NEW CHARLIE CHAN CAPTIVATES LOS ANGELES!

SMASH RATINGS

all over the country! NEW CHARLIE CHAN improves ratings, betters time periods everywhere!

In Los Angeles, on KRCA it has improved the Saturday night 7:00-7:30 time period by more than 92%, with a 22.1% share of audience in this 7 station market. (Pulse 11/57).

George Burke of KRCA states, unsolicited, **"Needn't tell you how well the program is progressing. Clients most happy with it."**

Captures the big share of audiences in Chicago, Atlanta, Philadelphia, Baltimore, Columbus, Detroit, New Orleans, Pittsburgh, Dallas-Ft. Worth and in key market after market!

FOR THE TV HIT OF THE SEASON, CALL

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

could hold its own in most time periods. In the select Sunday evening spot given it, however, *Scott Island* may suffer the fate of a journeyman in all-star competition.

Production costs: $35,000.

Sponsored by R. J. Reynolds Tobacco Co., through William Esty Co., on ABC-TV, Sun., 8:30-9 p.m. Premiered Sun., Jan. 5.

Produced by Ziv Television Productions; producer: Jon Epstein; director: Eddie David; writer: Carey Wilbur.

Cast: Barry Sullivan, Paul Burke and Nina Wilcox.

TWENTIETH CENTURY

If a modern Paul Revere, shouting "To rocketry, the missiles may be coming," is what is needed today, then Prudential and CBS public affairs must be credited with riding hard and fast to help spread the word.

In its "report to the nation," the *Twentieth Century* series' 90-minute depth study, "Where We Stand," packed a wallop on a weekend that saw a couple of hard punching news stories breaking in Washington: the request for March retirement by Lt. Gen. James M. Gavin, U. S. Army chief of weapons research and development, and the release of the Rockefeller Brothers Fund study warning that the U. S. must take corrective measures to block a shift of military and scientific superiority to the Soviet bloc within two years.

The superb timing was spurred to some extent by CBS itself—the network announced last week that the Fund had advanced its release date to Sunday afternoon at the request of CBS News. Thus the report and the program, coinciding, would "achieve maximum warning effect for the nation." It was a clean scoop for electronic journalism.

The program drew freely on a group of top-notch CBS correspondents and on about eight filmed interviews of top-ranking "experts" to measure the strength of the U. S. as compared to Russia. It was a massive assignment.

Gen. Gavin was the subject of one of the interviews. Other top technological experts in government—Dr. John P. Hagen, director of the nation's satellite program; Maj. Gen. Bernard Schriever of the Air Force ballistic missile program; Maj. Gen. John B. Medaris, head of the Army's missile program, and Rear Adm. John E. Clarke, chief of the navy's missile work—were consulted via the personal interview technique. In addition, Gen. Omar Bradley, former chairman of the Joint Chiefs of Staff; Abram Bergson, Harvard U. economist and Russian expert, and Dr. Morris Meister, principal of the Bronx High School of Science in New York, were questioned their respective fields.

The cumulative effect was to place in perspective for the viewer a comparison of the Soviet Union with the United States on areas including satellites, missiles, conventional military forces, education, economics and sciences. Conclusion: that the U. S. is one-two years behind Russia in the Rocket Age.

Production costs: Approximately $115,000.

Sponsored by The Prudential Insurance Co. of America, through Reach, McClinton, N. Y., on CBS-TV, 5:30-7 p.m. Jan. 5.

Producer: Leslie Midley, for special news show unit of CBS News; editor-chief reporter: Alexander Kendrick; co-producer and director: Don Hewitt; narrators:

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

Jan. 14 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

Jan. 22 (8-9 p.m.) *High Adventure* with Lowell Thomas, Delco Batteries through Campbell-Ewald.

NBC-TV

Jan. 13-17, 20-22 (1:30-2:30 p.m.) *Howard Miller Show,* participating sponsors.

Jan. 13-17, 20-22 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Jan. 13, 20 (7:30-8 p.m.) *The Price Is Right,* RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Jan. 14 (8-9 p.m.) *Omnibus,* Union Carbide through J. M. Mathes and Aluminium Ltd. through J. Walter Thompson Co.

Jan. 15, 22 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Jan. 16 (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Jan. 16 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Jan. 18 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Jan. 18 (10:30-11 p.m.) *Your Hit Parade,* Toni through North Adv. and American Tobacco through BBDO.

Jan. 19 (7-7:30 p.m.) *My Friend Flicka,* sustaining.

Jan. 19 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Jan. 21 (8-9 p.m.) *Eddie Fisher-George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

WNAC-TV PRESENTS

the ultimate in Boston TV entertainment

Featuring

FILM MASTERPIECES OF OUR TIMES

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SUNDAYS

1:00—4:30 P.M.

One minute participations available on rotating basis

wnac 7 tv

Call H-R Television

The Yankee Network Division of RKO Teleradio Pictures, Inc.

WWL-TV catches TV Movie-ers while they're AWAKE!

At 10:45 every Monday-thru-Friday night and at 10:30 on Saturdays and Sundays, THEATRE 4 comes on strong with another outstanding feature film.

Channel 4's 10:30 (M-F) News-Sports-Weather is the perfect attraction to hold viewers on WWL-TV.

THEATRE 4 is the *watchable* night movie in New Orleans. Your Katz Representative has the specifics for spot sales. Or call Howard Summerville or Harry Stone at Express 4444, New Orleans.

CHANNEL 4
WWL TV
NEW ORLEANS • CBS IN THE CRESCENT CITY
CBS

Walter Kronkite, Howard K. Smith and Daniel Schorr.

BOOKS

THE SEVEN LIVELY ARTS by Gilbert Seldes, Sagamore Press, New York, 306 pp. $4.95.

More than three decades have passed since author-critic Gilbert Seldes first wrote his now-famous *Seven Lively Arts.* On a late winter evening in 1922—two years before the book first saw print—author Seldes turned to a friend at Broadway and 45th St. and coined the phrase that now has become not only a standard way of describing entertainment, but which also gained the dubious distinction of giving birth to a short-lived CBS-TV program.

Much has happened since 1924, and through the use of footnotes and up-to-date marginal notes, author Seldes has bridged the 34 years with remarkable ease. In this span of time, radio came up, then television and as a consequence, the films began to decline.

Sharp-tongued and acid-penned as ever, Mr. Seldes does not take advantage of the glorious opportunity offered him to cover up some of his glaringly off-base predictions and bald statements issued "way back then." As a matter of fact, he allows practically all of them to stand, and on top of that, points a wry and unabashed finger at some of his most notable mistakes.

ESSENTIALS OF TELEVISION, by Morris Slurzberg, William Osterheld and Elmo N. Voegtlin. McGraw-Hill Book Co., 330 W. 42nd St., New York 36. 687 pp. $8.50.

Of special value to tv servicemen, this book is a useful reference for information on the theory of electronic circuits and vacuum tubes and their application in tv receivers. The first two chapters present basic principles of television and the following eight chapters describe in detail the operation of the various sections of the receiver. The last three chapters are devoted to a complete circuit analysis of three commercial monochrome sets, color tv theory and receiver circuits and uhf tuners.

TELEVISION PRODUCTION, The Tv Handbook & Dictionary, by Harry Wayne McMahan. Hastings House, Publishers Inc., 41 E. 50th St., New York 22. 231 pp. $7.50.

The author has compiled one of the more useful volumes for illuminating the procedures and terminology of television production. While planned as a running text, a special index enables the reader to look up more than 2,000 different terms that tv has created in its ten commercial years.

Mr. McMahan, a vice president and member of the plans board of Leo Burnett Co., Chicago, as well as supervisor of tv commercial creative operations there, was assisted by more than 50 specialists in working out this book on the procedures of 16 basic operations in tv. The volume, ideal for both the practitioner and the student, has been adopted as a textbook in many colleges and universities.

WBBF

SELLS ROCHESTER WITH...

Intensely local programming that "draws"!

Big-Buy personalities as familiar to Rochester as "Kodak"

JOE DEANE–
the city's highly popular "Mr. Recorded Music"

NICK NICKSON–
unchallenged king of the afternoon airwaves

MORT NUSBAUM–
the most effective salesman in town

... lively enthusiasm that commands an ever-growing audience of nearly 250,000 radio homes

NO WONDER WBBF CREATES LIVE-L-Y SALES!

Want to sell Rochester? Call
VENARD, RINTOUL & McCONNELL, Inc.

WBBF, *Rochester, New York*

a star *broadcasting station*

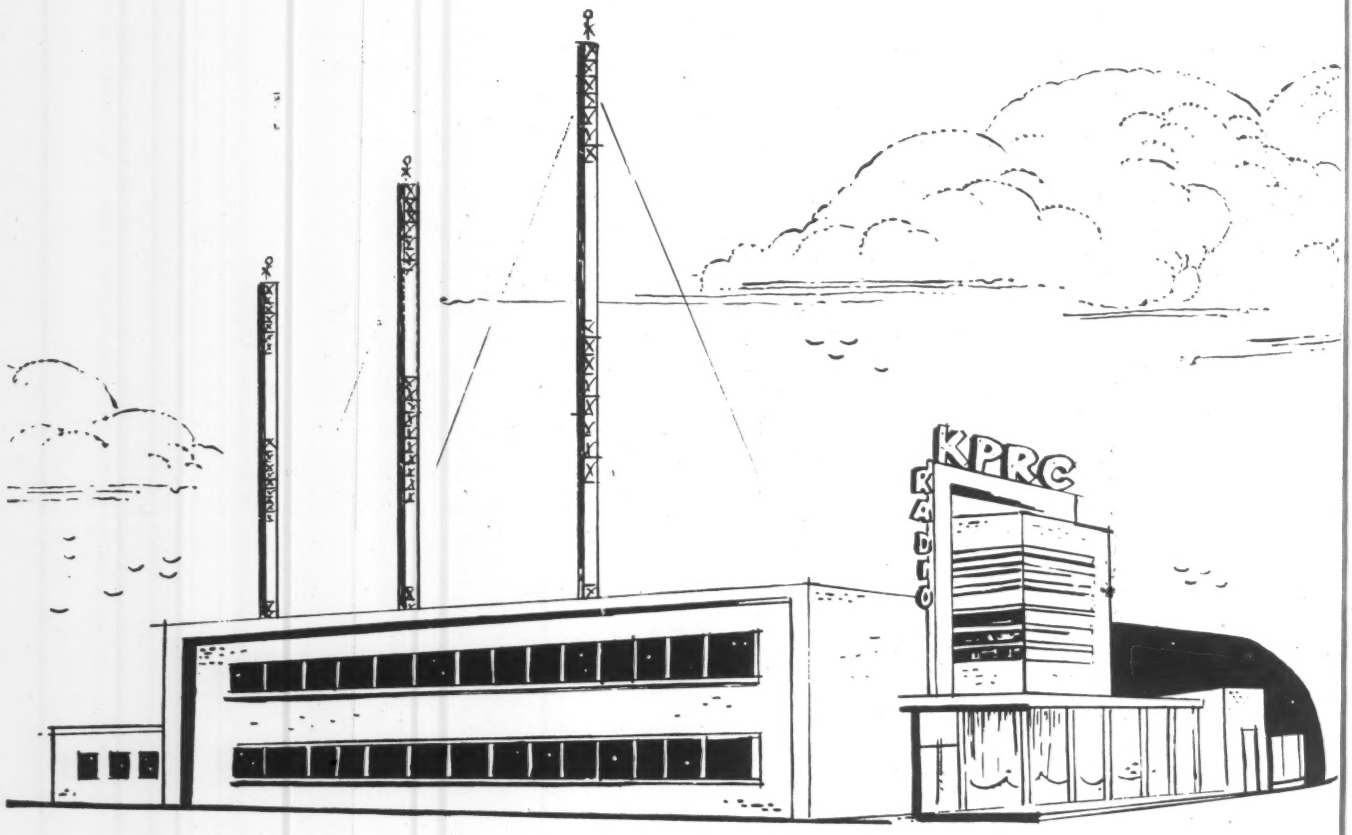
WGVA, *Geneva* **WTLB,** *Utica*

Aerial photograph by Fairchild Aerial Surveys, Inc.

RADIO IS SOUND – NOW

KPRC HAS HOUSTON'S

With today's emphasis on High Fidelity,



REMEMBER – KPRC HAS HOU

OW, MORE THAN EVER

N'S QUALITY SOUND!

Houston listeners know that Station KPRC sounds better!

KPRC HAS HOUSTON'S NEWEST EQUIPMENT

KPRC is Houston's oldest radio station in point of years, but Houston's newest in equipment. From microphones to turntables, "pots" to "cans," KPRC is completely, strictly "1958!" Studios, transmitters and towers of KPRC are *all in one location* and *all new!* This means better quality to begin with, and no loss of quality through long transmission lines. KPRC is the only radio station in Houston with the studios and transmitter in one location.

KPRC HAS HOUSTON'S FINEST PROGRAMMING

Since its inception KPRC has operated in the belief that radio is obligated to perform a service for its listeners. Today they are liking KPRC's *new programming* . . . Five minutes of news every 30 minutes, top local music personalities, plus the best of NBC Network presentations give KPRC Houston's new sound in sound programming.

KPRC HAS HOUSTON'S MOST EXPERIENCED STAFF

Length of service per man is higher at KPRC than at any other Houston station. Length of time in radio is also more per man at KPRC, and this includes management, announcers, disc-jockeys, news department and engineers.

JACK HARRIS
Vice-President and General Manager

JACK McGREW
Station Manager

EDWARD PETRY & CO.
National Representatives

OUSTON'S QUALITY SOUND!

THE WINNER

LATEST RADIO SURVEY

FALL 1957 HOOPER

7 AM—8 AM

	SHARE
WBML	**40.5**
STATION B	33.2
" C	18.
" D	2.9

10 AM-12 NOON

WBML	**37.5**
STATION B	26.8
" C	21.
" D	10.7

3 PM-6 PM

WBML	**56.3**
STATION B	15.
" C	22.1
" D	7.8

AGGREGATE

7 AM-6 PM

WBML	**40.2**
STATION B	36.2
" C	14.3
" D	6.5

the only 24 Hr. Station . . .

IN

MACON, GEORGIA

wbml

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W Washington 6, D. C.

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☐ 52 weekly issues and Yearbook Number 11.00

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BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
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SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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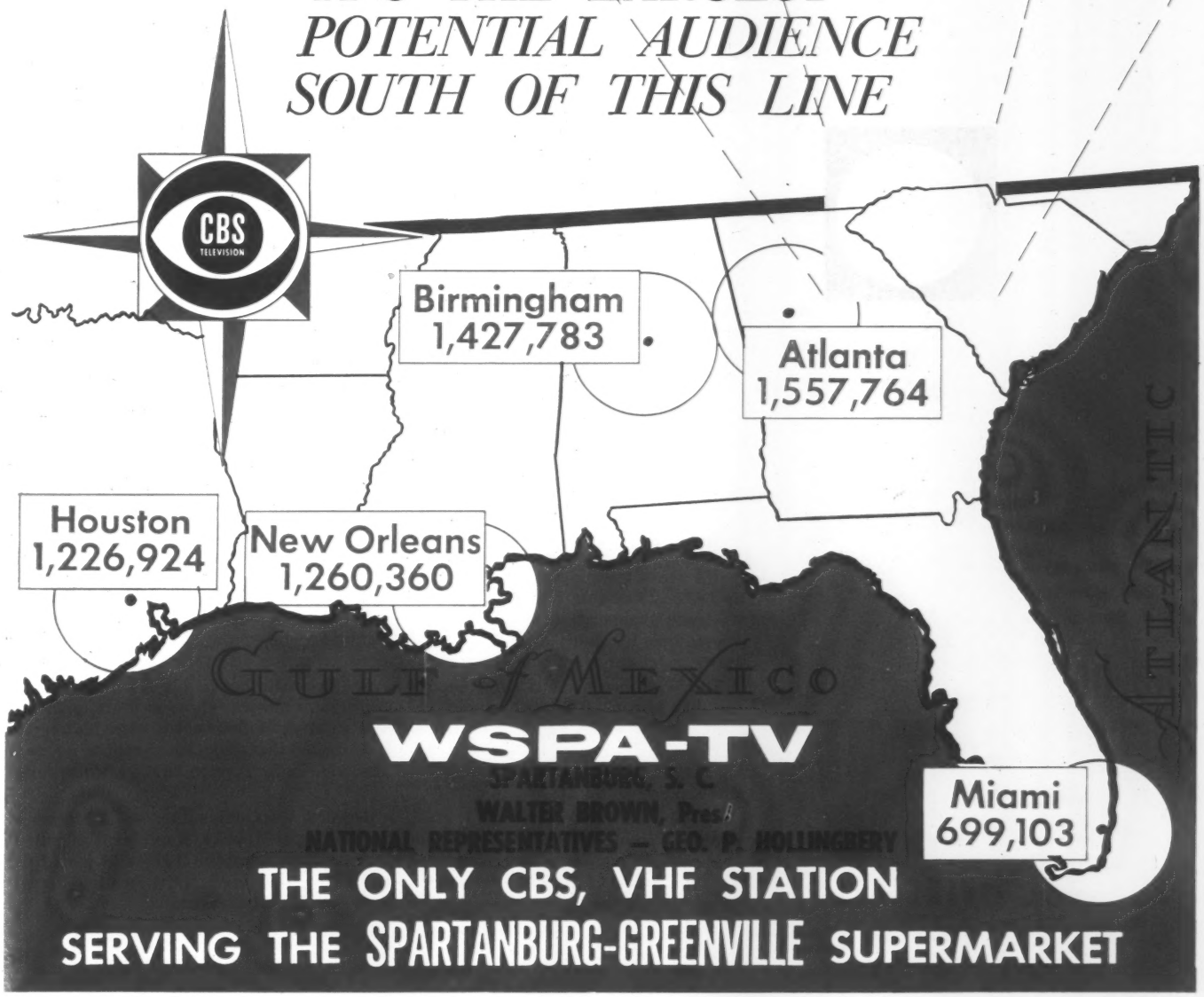
SPARTANBURG-GREENVILLE MARKET

1,788,361* PEOPLE

POPULATION COUNTED WITHIN 75 MILES OF WSPA-TV TRANSMITTER ON PARIS MOUNTAIN 3 MILES NORTH OF GREENVILLE, S. C.

*COUNTED POPULATION
A. D. RING AND ASSOC.
1950 CENSUS

IT'S THE LARGEST POTENTIAL AUDIENCE SOUTH OF THIS LINE



WSPA-TV

SPARTANBURG, S. C.
WALTER BROWN, Pres.
NATIONAL REPRESENTATIVES — GEO. P. HOLLINGBERY

THE ONLY CBS, VHF STATION SERVING THE SPARTANBURG-GREENVILLE SUPERMARKET

WROV

IS RED HOT

IN ROANOKE!

hot new ratings!

1st IN 20 OUT OF 28 QUARTER HOURS, 5 p m TO MIDNITE (average share of audience 38%) 2nd FROM 5:30 a m TO 5 p m

hot new program ideas!

hot new ideas in merchandising!

For the rest of the sizzling story, call Burn-Smith Co. or Burt Levine (collect)

the hot buy

WROV

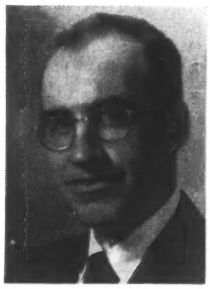
ROANOKE • VIRGINIA

Burt Levine, President

1240 on your dial

OUR RESPECTS

to Joseph Harold Ream



JOE REAM sits in a swank Washington office befitting the responsibility of his job as CBS vice president but he isn't much impressed by all this commercial decor.

A folksy sort of fellow, he keeps a corncob pipe just right of the modern botanical cluster adorning one side of the big table that serves as his desk. This isn't for effect. Joe Ream seldom does things merely to impress a visitor, or even a superior at CBS. It's just that he likes to smoke a corncob pipe, plus several beat-up briars as well as cigars and cigarettes.

Curiously, this blunt and unassuming executive has spent most of his commercial life in the lush atmosphere of Madison Avenue. Last August he was pulled out of a high government post—deputy director of the ultra-secret National Security Agency in Washington—to rejoin CBS as Washington vice president. The appointment followed the death of Ralph W. Hardy, who had suffered a heart attack. It brought Joe Ream back to the CBS executive team under President Frank Stanton. This ended a five-year separation that started in 1952 when Executive Vice President Ream retired from CBS to start a Florida ranch.

Mr. Ream joined CBS in 1934 after eight years with a Wall Street law firm. He set up the network's legal department, an assignment that brought him into close touch with such operating problems as participation in the FCC's network monopoly hearings. When Paul W. Kesten became CBS executive vice president in 1942 during President William S. Paley's war service, a three-man operating unit was formed—Frank Stanton, Joe Ream and Frank White. All were given senior vice presidencies and promoted to the 20th floor where top brass is housed at 485 Madison Ave.

After World War II Mr. Kesten retired because of ill health, Mr. Paley became board chairman and Dr. Stanton assumed the presidency. A year later Mr. Ream was named executive vice president, holding the post until he resigned in 1952 because of his wife's illness.

A partly frustrated farmer, he happily picked a 600-acre site near Tallahassee, Fla., and set about the task of stocking the land and building a ranchhouse. He had learned something about rural life as owner of a New Jersey farm and soon had Rocking Chair Ranch in operation. Rancher Ream fitted easily into the Florida community. He stayed there until 1956, a year after Mrs. Ream's death, but felt he was too far from his five children, the youngest having reached prep school age.

AT that point he was receptive to a call from the National Security Agency. The work was challenging and highly secret. It gave him the feel of official Washington. Recently he moved into a house in Georgetown, his first city house. There he can house all five children at vacation time—Jackson 25, Stephen 23, Davidson 20, Nancy 17 and Christopher 15.

Joe Ream is the opposite of a stuffed-shirt type. He is informal, natural, simple and often falls into a roaring and infectious laugh. He will throw up his hands in desperation as he contemplates a stack of work, bemoaning the complexity of life, people and things. After which he will move in and clean up the work with minimum fuss. His loyalty to CBS is unbounded and his friendships almost unlimited.

No decibel meter is safe when Joe, an enthusiastic debunker, starts discussing some of the fancy trappings of modern office life. A query about his key job at CBS prior to 1952 draws this resounding reply, slightly censored, "Let's not kid anybody. I was only a plumber. Executive vice president—baloney. Somebody had to keep the sewers open." That's a typical Ream reaction—right to the guts of the situation, maybe a bit ear-drum shattering but definitely reflecting his practical sense of values.

The Washington social whirl annoys him occasionally but he often will have more fun than anyone at a crusty soiree. He likes time to himself—time to think, plan and maybe loaf a little. When the going gets tough at the office he will start tearing his hair but his brand new crew-cut has about eliminated that outlet for executive agonies. He likes to tinker with tools and recently has gone in for foreign cars—a Volkswagen and a jaunty little DKW.

Joseph Ream was born Oct. 5, 1903, at Bedford, Iowa. His father was a Methodist minister. Young Joe Ream had his public schooling in Topeka, Kan., went to college at the U. of Kansas, was graduated from Yale Law School in 1925 and joined the Cravath, Swaine & Moore law firm. When CBS decided to set up its own law department in 1934, he became a combination lawyer and broadcaster.

At 54, he is holding down one of the more difficult CBS assignments, feeling the Washington pulse and wading through the legislative and regulatory problems that come up every hour on the hour, half-hour and points between.

IN THE PUBLIC SERVICE OF GREATER DETROIT*

Detroit Civic Leaders Are Often Heard On

"Across The Plate"

A GREAT NOONDAY INTERVIEW BROADCAST ON

WKMH

Originating "Live" From One Of Detroit's Popular Downtown Restaurants

The roster of famous names who have appeared on "ACROSS THE PLATE" reads like a "WHO'S WHO" of Detroit civic leaders. They include the Mayor, city councilmen, and leading public figures from many city departments. These intimate noonday interviews—originating "live" from Yeaman's—Detroit's most popular gathering spot for leaders in sports, entertainment, and civic work—are heard Monday, thru Friday from 12:15 to 12:30 on WKMH . . . bring challenging, up-to-the-minute discussions on current topics of interest. Besides local leaders, many famous national figures have been guests on the program . . . Secretary of the Army Brucker, Clare Luce, Danny Kaye, General Maxwell Taylor, and dozens more. "ACROSS THE PLATE" is one more example of how WKMH and public service go hand-in-hand . . . bringing the best in radio programming to the Greater Detroit area.

**Fourth in a series of ads showing how WKMH serves the Michigan Public in Greater Detroit*

RADIO HUB OF THE MOTOR CITY

WKMH

DETROIT • DEARBORN

John Carroll, Managing Director

KNORR BROADCASTING CORP. FRED A. KNORR, PRES. Represented by HEADLEY REED

A new standard of performance for color television systems... The **RCA TM-21** Color Monitor

This new color control monitor is a reference standard for evaluating the quality of color television pictures from any source. Providing the most precise and brilliant color picture available . . . this new monitor accurately reproduces the scene *as the camera sees it.*

QUALITY CONTROL OF COLOR PROGRAMMING—The TM-21 is used in Color Camera Chains, Switching Systems, Master Control and Transmitting Control for monitoring color picture quality. It is the basic instrument for checking registration, shading and deflection linearity . . . color fidelity of the entire TV system . . . chroma to monochrome ratio . . . color phase or hue adjustments.

BEST POSSIBLE COLOR—When used to display color pictures in clients' rooms and executive offices, the TM-21 lets the station put its "best color foot forward." Clients will be impressed by the bright, high definition picture.

COLOR ACCURACY AIDS PROGRAM PRODUCTION—Production departments can use the new monitor for accurate continuity control of color programming. Producers and directors will get a true color picture of what's happening on the set. Costume and background colors can be seen in proper relationship. Lighting can be accurately evaluated, production aided.

SIMPLIFIED MONITOR ALIGNMENT—Initial adjustment is extremely simple. Built-in test switch reduces set-up time to minutes. Screen grid selector switch provides quick viewing of primary colors.

LONG-TIME STABILITY—Once set up, monitor adjustments "hold." Extra stability has been designed into brightness, contrast, decoder, convergence, and linearity circuits.

Get maximum return from your color TV investment! Ask your RCA Broadcast and Television representative for further information on the new TM-21 Color Monitor. In Canada: Write RCA VICTOR Company Limited, Montreal.

Check these additional technical features:

- Feedback techniques and precision components provide long-term stability.
- Automatic brightness tracking for color balance.
- Convergence circuits designed for rapid setup.
- DC restoration at black level, stabilized by feedback.
- Stabilized diode demodulators.
- All components and tubes easily accessible.
- Automatic wide-band operation during monochrome picture intervals.
- Stabilized black level shows effects of pedestal adjustments, aids close control of color in picture low-lights.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

What do YOU want from YOUR SHREVEPORT Station?—

250,560 FAMILIES? (KWKH Weekly NCS No. 2)

63,730 FAMILIES? (Station B NCS No. 2)

34,900 FAMILIES? (Station C NCS No. 2)

28,690 FAMILIES? (Station D NCS No. 2)

Nielsen NCS No. 2 shows that KWKH gives you more circulation than all other Shreveport stations combined!

KWKH is the only station in the Shreveport area with a full-time News Department, full-time Farm Department, Sports Department and Oil and Gas Department. KWKH programs with quality. Listeners respect and believe what they hear on this "Great Station," and results *prove* it.

KWKH's 140 counties have 727,530 radio homes. That's more people than live in St. Louis or Washington! And KWKH actually *reaches over twice as many homes as either Shreveport TV station!*

KWKH Nielsen coverage map (NCS No. 2, Nov., 1956) showing counties with weekly audience of 10% or more of total homes. Nielsen actually credits KWKH with measurable audiences as far distant as Luna County, New Mexico — and many other counties not shown on this map!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Henry I. Christal Co., Inc. *Representatives*

Henry Clay *Executive Vice President*

Fred Watkins *Assistant Manager*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54 No. 2 JANUARY 13, 1958

HAVE TV PRICES HIT THEIR CEILING?

Big buyers serve notice they'll resist increase in tv bills

They claim tv nearing saturation, audience being fragmentized

But TvB shows that average audience now is the biggest ever

The always combustible issue of television costs caught fire again last week.

The spark was struck when the television-radio vice president of an agency putting $25 million a year into tv raised the question of diminishing television values.

He was joined by executives of 10 other major agencies. By week's end, despite the efforts of Television Bureau of Advertising to douse or dampen it, the fire showed no signs of going out.

The man with the match was Philip L. McHugh of Campbell-Ewald whose clients include Chevrolet, Delco, General Motors Acceptance Corp. and Goebel Brewing.

Because of approaching saturation in tv homes and the "three-way split" of audiences with the rise of ABC-TV as a network force, said Mr. McHugh, "the argument that the advertiser must pay more each year for time and talent is losing—and in many cases already has lost—its validity. Demands for increases, based on increased viewer audiences, soon may be answered: 'What increases?'."

In support of his argument he cited the top 10s in Nielsen's first November measurements in 1957 and 1956. For the 10 shows, he noted, "the average total audience was actually 200,000 homes higher in 1956 than in 1957—despite the national increase of 3.5 million tv homes in 1957."

He also pointed out that in the same measurements, three of the 1956 shows outdrew 1957 by one to two million homes apiece; that four almost broke even, trailing 1957 by about 100,000 per show; that two of the November 1957 entries beat 1956 by about 300,000 each, and that "only one" outdrew its 1956 rival by more than a million.

His statement—and it was made plain that he was speaking for himself and his agency, not for any client specifically—drew general but not unanimous endorsement among agency executives queried by BROADCASTING. Among officials of the television medium itself it drew prompt rebuttal.

TvB President Norman E. Cash said TvB had checked total audience figures not only on top 10s but also on every 10th show thereafter through the 120th in Nielsen ratings and that these showed consistent audience growth each year from 1953 through 1957. These are based on the first December report of the Nielsen Company for each of those years because, TvB explained, the December 1957 report is the latest available.

TvB also noted that if Mr. McHugh "had used the average audience per telecast of the 10 programs [in the November 1956 and 1957 Nielsens] he would have seen that each of the 10 increased over the preceding year—an excellent testimonial to the creativity being shown by our advertising agencies as they develop commercials that hold the audience's interest." The average audience ratings, Mr. Cash pointed out, are those used to figure cost per commercial minute.

Mr. Cash said television in 1957 grew at the rate of "one new television home every eight seconds," and called this "certainly a healthy sign." He continued:

"The growth in both tv homes and in time spent viewing per tv home (November 1957 was the all-time November high in time spent viewing) combine to increase television's total audience. I believe this increase provides plenty of room for all three networks to increase their delivered audiences—increase in value to their advertisers.

"Look at the increase in the number of programs reaching over 10 million homes per telecast, again looking at first December Nielsen reports each year. In 1956, 34.4% of the programs were in the 10 million homes category. In 1957, 43.9% reached over 10 million. This is a 29% increase in the number of 10-million-or-more-homes category—additional evidence there's room for all three. The figures speak for themselves."

Mr. Cash also noted that in the first December Nielsen the top show reached 3,332,000 more homes than the top program in the same report for 1956. "These extra three million homes," he said, "are an audience about equal to that of Milton Berle when he was 'Mr. Television'."

But Mr. McHugh took this as proof of another point he's made. After the TvB statement was issued, he observed that the program Mr. Cash was talking about—*Annie Get Your Gun*—was the type of show he had in mind when he said, in his original statement, that the "three-way split"

MR. McHUGH

TWO VIEWS ON VIEWING

Philip L. McHugh, television-radio vice president of Campbell-Ewald, last week said tv homes are nearing saturation and rise of third network is dividing audiences. Norman E. (Pete) Cash, president of TvB, cited Nielsen figures showing steady growth in audiences of individual programs each year through 1957.

MR. CASH

would gradually affect the audiences of all programs "with the possible exception of heavily promoted, talent-laden and extremely expensive special shows."

He also said that "actually the purpose of my statement was to ask, 'Where do we go from here?' It would seem that the TvB —and I consider them very good friends of ours—are being unduly defensive because we certainly have passed the days when we could expect every year ahead to show a gigantic increase of tv homes over the previous year."

Mr. McHugh felt that "perhaps the most important—and, in the long run, most effective—resistance to increasing cost will be the resistance of the advertisers themselves. And although alternating or split sponsorship has somewhat mitigated the cost problem for the sponsors, the whole concept of television broadcasting would suffer if all single-sponsored programs were driven off the air because of cost.

"For without single sponsorship, network programming becomes a form of pure 'participation' (*i.e.*, tv spot) advertising and for many an advertiser it loses its appeal. Lost to him is any real say in contents, and lost is the all-important sponsor identification with the program and with the star. This removes for him some of the sales and merchandising benefits which attracted him to the medium to begin with. . . .

"Of course many agencies, including Campbell-Ewald, have been aware of this situation for some time and have intelligently acted on it—effectively resisting spiraling costs. And it is a step I am sure will be taken by many more agencies and advertisers in planning for television year 1959."

The tv networks had no official comment. But it was noted that ABC, before Mr. McHugh's statement, had prepared an analysis showing on the basis of the second Nielsen report for November time-and-talent that time-and-talent cost-per-thousand per commercial minute was going down, as compared to the preceding November. For example, this CPM—according to ABC's analysis—dropped from $3.47 to $3.06 on ABC-TV and from $3.73 to $3.54 on NBC-TV, while on CBS-TV it edged up from $2.66 to $3.00.

Agency officials took a generally approving view of Mr. McHugh's position, though often with qualification and emphasis on the values of television as a super-salesman.

George Polk, in charge of programming and planning for the radio and television department of BBDO, New York, held that "something must be done about the zooming costs—when such shows as Groucho Marx' and *Restless Gun* with ratings in the 30's are crying for some relief from other sponsors and there are no takers." He claimed:

"Television costs must come down. It's not that the value isn't there. It is just that it requires such an outlay that whether the value is there or not it is overshadowed by inability to maintain it. All of this may be the beginning of a trend toward smaller unit buys."

He added that "it does take less money in the long run to buy a decent number of specials than it does for a regular alternate half-hour series."

C. Terence Clyne, senior vice president in charge of tv and radio for all McCann-Erickson offices, said that "this fall has seen the transition from a sellers' to a buyers' market. It was inevitable with a three-way split of audience. As we go into the future it is our opinion that cost not only must be held back but reduced."

Mr. Clyne also predicted that long-term contracts—52 weeks—inevitably would be rarer and rarer next season. The networks may have to go back to 13-week contracts in the near future, he said.

Mr. Clyne offered a three-way solution for rising costs: (1) reduce size of station lineups, (2) networks hold the line on facilities cost and (3) talent lower its prices.

A vice president of a top agency, who did not wish to be identified, felt "Mr. McHugh has taken a good position. The time has come when the growing acceleration of time and talent costs in television has to come to a stop.

"What is happening is a reduction in prospects for the tv networks. As the situation now stands, the audience for an individual program is bound to diminish."

Sam Northcross, a William Esty Co. vice president, former director of the agency's tv activity and account executive on R. J. Reynolds' Salem cigarettes, did not regard Mr. McHugh's observations as unusual.

"Everybody in the business," he said, "is deploring mounting costs."

But, he warned, "this is not the time to sell the tv medium short. Tv still is the 'most mass media' of any advertising vehicle. There now are about 70 individual tv programs reaching 9 million homes each week, coverage that is incomparable with any other medium."

"Cost per thousand in tv," Mr. Northcross continued, "still is on the favorable side compared again with most [media] operations today."

Mr. Northcross felt that tv audiences will be leveling off "as audience leveled off in radio." Competition, he said, will be healthy for tv in the long run, Summing up, Mr. Northcross asserted that tv's coverage and

NINE WHO ECHO 'TV COSTS TOO HIGH'

SAM NORTHCROSS
WM. ESTY

TED BERGMANN
PARKSON ADV.

DAN SEYMOUR
J. WALTER THOMPSON

TERENCE CLYNE
McCANN-ERICKSON

GEORGE POLK
BBDO

MARK LAWRENCE
MacMANUS, JOHN & ADAMS

HAL JAMES
DCS&S

TOM McDERMOTT
N. W. AYER

BRUCE DODGE
NORTH ADV.

effectiveness are "outstanding" compared with any other national advertising medium.

J. Walter Thompson Co.'s top man in network tv—Dan Seymour, vice president and radio-tv director—could not quite see why contention should rage at this time over the question raised by Mr. McHugh.

He said flatly that network tv is only "repeating network radio's history," and that a period of more selective viewing has been reached. But, he observed, the "three-corner fight among the tv networks has been going on for some time."

It is not necessarily the fact that a tv show may be "expensive" that rules the roost in the industry today, he continued, but a matter of programming—how good is the show. Of time and talent costs, Mr. Seymour declared that station rates in the future will be guided as they always have been—by circulation; while in talent, costs are "flexible." Rather than resistance of advertisers to network tv costs per se, as expressed by Mr. McHugh, the JWT executive suggested that more and more advertiser resistance is being put up against 52-week contracts. Asked how else an advertiser could hold onto a choice time period, Mr. Seymour answered: "That's the difficulty."

Hal James, vice president in charge of radio-tv for Doherty, Clifford, Steers & Shenfield, New York, called Mr. McHugh's stand "a laudable one" but questioned whether the line could be held on tv costs. He felt the value to an advertiser has been depreciated because of inroads on audiences, but voiced the view that television is still a grand medium." Mr. James pointed out that "there just isn't any other place" an advertiser can put his money to obtain the value he obtains from tv, and indicated that "reasonable" increases will not be resisted by tv-minded sponsors.

Thomas McDermott, vice president in charge of radio-television for N. W. Ayer & Son, New York, agreed completely with Mr. McHugh. He said Mr. McHugh is "on the right track" and reported that Ayer has been and will continue to press efforts to stem the cost spiral in tv. The agency, he said, has cautioned tv networks on the danger that high costs hold for the economy of television generally. He criticized the thinking that increasing costs "must be put up with" if an advertiser wants to remain in the medium.

Bruce Dodge, vice president in charge of east and west coast offices of North Adv., New York, held that tv costs have been "out of line" with audiences delivered but expressed the view that increases have not been so marked in the past two years as they were four and five years ago. He added that, in his opinion, networks and program packagers are beginning to realize they cannot seek substantial increases in the future because of what he called near-saturation of tv set ownership in the country.

He pointed out that, compared to audiences delivered, cost hikes have been higher for the "expensive, special shows" whereas increases for other programming have not been so extreme. As an example, he cited programs sponsored by Toni, a North client: *You Bet Your Life* with Groucho Marx, and *People Are Funny* whose individual ratings for November 1956 and November 1957 were substantially the same. The cost increases for 1957, Mr. Dodge said, were only nominal for both programs.

Ted Bergmann, president of Parkson Adv., which puts about 80% of Pharmaceutical Inc.'s $20 million advertising budget in network tv, said: "Programming costs are rapidly getting out of hand. They always are a problem. The continued escalation in these costs from year to year of 10% has become almost standard in the industry." He branded this condition as "wrong," because on such a basis a national advertiser who continues with a show on a network for a period of five years automatically will be paying 50% more in production costs for the program. "Of course," he observed, "if a show has proven itself, some increased cost is deserved."

He characterized as a "delusion" the position held by broadcasters that as station facilities are added, the advertiser of necessity is obtaining greater audience. He noted that such added facilities actually dilute the audience per station faster than sets themselves increase in the same markets.

"There must be a loss of audience all along the line," Mr. Bergmann declared, asserting that networks, stations and programmers "must take this factor into consideration."

Mr. Bergmann thought too that Mr. McHugh pointed up only part of the story. In networking, the former head of the DuMont Television Network continued, "shows don't dominate a time period any more." In addition to the three-network competition, Mr. Bergmann pointed to feature film and syndicated film programming with which the network advertiser must contend in many markets. Thus, he said, "the network advertiser is getting it perhaps from five sides, not just three."

Mr. Bergmann agreed readily that today it takes a "very major expenditure" for an advertiser to market his product and thus much deliberation in using such media as television.

In the future, he asserted, there "has to be an examination of the time cost on a market by market basis" with a conclusion made on the total cost of the full network. This assessment, he thought, would be spurred by continued conversion of single and dual station markets to three-station markets. It is reasonable to assume, he concluded, that the ability of a station to deliver audience would be cut by a third or even a half.

Mark Lawrence, radio-tv vice president of MacManus, John & Adams, agreed with Mr. Bergmann that the competition of independent stations featuring movies or sports programming is a major factor in the division of network audiences—perhaps the single most important factor, he thought.

There are two types of audience for a show, he said: those who tune in automatically and those who tune in with some special expectation. Name guest star appeal, he asserted, is aimed at the latter group in an effort to win new viewers and is promoted by pre-show advertising whose cost is absorbed by the network.

JUDGE CONTINUES 'COTTON TEST' BAN

- **At issue: shaver ad idea**
- **At odds: W&L, Schick Inc.**

A federal court judge last week declined —for the time being—to say whether the "cotton test" of electric shaver efficiency belongs to Warwick & Legler, New York, which conceived it, or to Schick Inc., for whom it was conceived.

Judge J. Cullen Ganey continued "until further order" the temporary injunction granted Warwick & Legler last October to prohibit Schick from using the "cotton test" tv commercial idea.

The idea: to rub a wad of specially-treated cotton down one side of a male model's face—the side shaved by razor "B" —then to repeat the same process with the side shaved by the Schick. The first cheek, not being as "finely shaved," would be covered with "big globs of cotton."

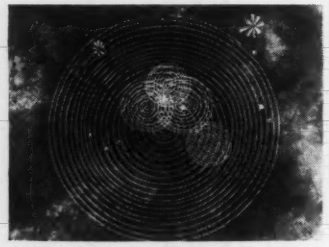
The disputed copy-and-art idea is of precedent-making proportions. For example, a vindication of W&L's position—namely that an agency, not a client, is entitled to retain any and all unpublished advertising material—would mean that an ex-client cannot take advertising ideas conceived by its former agency to a new service organization [ADVERTISERS & AGENCIES, Oct. 28, Nov. 4, 1957].

Judge Ganey said that "I am of the opinion, and I so find, that the rights of the parties will be better served if the status quo is maintained until I have determined who is the rightful owner of the 'cotton test' idea." He continued the preliminary injunction until further order of his Eastern Pennsylvania District Court or of the U. S. Court of Appeals for the Third Circuit, leaving the way open for Schick to appeal to the higher court, which Schick's counsel said it would do.

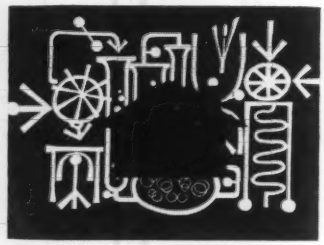
While the judge did not decide for Warwick & Legler, he intimated—by his findings of fact and conclusions of law—that the agency's position was one of considerable merit. Among his findings and conclusions:

• Warwick & Legler's "cotton test" idea was "unique, novel and valuable," and that "it had never been publicly used by any advertiser and was not copied by W&L." That prior to Dec. 6, 1956 (at which time Schick still retained W&L) the client had not seen nor heard of the "cotton test" idea that was to have been used in tv commercials and print ads, and that it was only six months later that Schick (by that time having switched agencies by appointing Benton & Bowles, New York, not a defendant in the action) expressed interest in using the idea. That no charge for conceiving and developing this copy platform was made to Schick and that, by virtue of the language of the termination contract, Schick had agreed not to lay claim to any W&L-prepared but unused advertising plans.

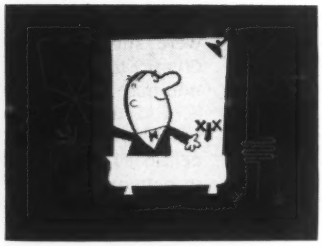
• "No case has ever come to our attention in which a contract between agency and client has provided that unpublished or un-



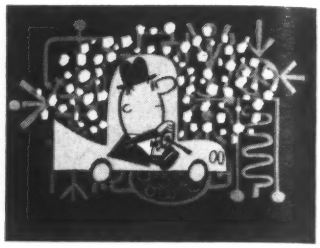
FROM *matter and energy Union Carbide creates many things.*



COMPLEX *chemistry makes life easier within the home.*



CLOTHES *look better longer because of chemical fibers.*



CARS, *buildings, equipment are better because of UC research.*

ANIMATED ABSTRACTION

How can you tell the complex story of Union Carbide Corp. and its 1,200 trademarked products in one minute and 45 seconds? This was the problem posed to J. M. Mathes & Co. writer-producer Gene Reichert and Academy Pictures artist Paul Kim by the UC account group at the agency. The answer will be unveiled tomorrow (Tuesday) night as Robert Saudek Assoc.'s *Omnibus* (sponsored by UC and Aluminium Ltd.) goes color for the first time in a special one-hour program scheduled on NBC-TV 8-9 p.m. (The program resumes its normal alternate Sunday afternoon telecasts Jan. 26.)

Usually, animation features either (a) product closeups or (b) used advertisements, plans and so on become the property of the client on termination. There may be such provisions in existence without our knowing about them. If there are, however, they would certainly be most exceptional."

• That at the time W&L approached Sperry-Rand Corp. (Remington-Rand Div.) with the "cotton test" idea in hopes of selling the idea, S-R and W&L "entered into a written agreement" which provided that Schick's rival would pay W&L $500 each week the idea was used by S-R (through its agency, Young & Rubicam). However, the agreement provided that "W&L must establish in an appropriate judicial proceeding that it owned the 'cotton test' idea and that (Schick) had no right to use it. . . ." (However, on Sept. 27, "in spite of" the one-time tv exposure [on NBC-TV's *Dragnet,* Sept. 19], S-R went ahead with its agreement and picked up W&L's idea for future use.)

• Seeing as how Schick has already used the idea on tv and in print (a one-time ad in *Look* magazine that appeared after the injunction was issued since the magazine was made up before said injunction was issued) the judge said: "Unless it is prevented from doing so, defendant (Schick) intends to use the 'cotton test' in future television commercials and other advertising media."

• That, "making the assumption" that W&L will establish its title to the idea (through issuance of a permanent injunction), "the continued appropriation and use of that idea by (Schick) will destroy not only whatever value it may be to W&L but also its right to sell the idea to whomever it chooses. Moreover, defendant will be held to have appropriated a unique idea which it first became aware of as the result of a confidential relationship between itself and Warwick & Legler."

• "W&L has no adequate remedy at law."

The judge also found that Sperry-Rand should not be a party to the proceedings, reversing an earlier opinion drawn up before learning that S-R, like Schick Inc., is a Delaware corporation, thus creating no "diversity problem" as first anticipated. (Under the Federal Rules of Civil Procedure such intra-state litigation is in the realm of state court adjudication.)

Late Thursday, W&L President H. Paul Warwick said that Judge Ganey's findings "completely confirm our position," and that the agency is "gratified that the results to date completely vindicate (its) position." However, counsel for Schick noted that Mr. Warwick's "victory statement" was "premature" since there exists a "distinct possibility" that the Circuit Court of Appeals may reverse Judge Ganey's finding and conclusions. Asked whether Schick would consider taking the matter as high as the U. S. Appellate Court of even the Supreme Court, Schick counsel thought not. But he indicated that Schick has no intention at present of abandoning its $1.5 million counter suit against W&L filed in late October [AT DEADLINE, Oct. 28, 1957]. This suit seeks to recover $1 million in commissions paid W&L by Schick during its October 1955-April 1957 association plus $50,000 damages. While noting that "an agency was making a federal case out of one of many thousands of ideas that are being ground out daily on Madison Ave.," counsel felt that Schick had been damaged through "all this publicity" and that it was entitled to compensation.

Zenith to Hear Agency Pitches For Its $1 Million Ad Account

Zenith Radio Corp., Chicago, will start hearing pitches today (Monday) from advertising agencies interested in landing its $1 million account effective next April 1.

The electronics account (radio-tv receivers and other products) is being dropped by Earle Ludgin & Co., Chicago, the fourth agency to handle it since 1953. The account previously had been serviced by BBDO until that agency inherited a segment of the Philco Corp. business.

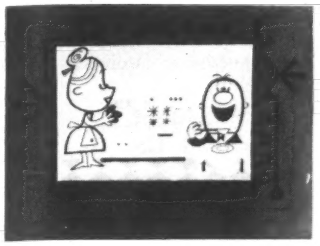
About 15-20 agencies, virtually all with Chicago offices and including many headquartered in that city, have expressed an interest in the account, it was learned. Zenith's primary broadcast activity was its quarter-sponsorship of National Collegiate Athletic Assn.'s national football telecasts this past fall. MacFarland, Aveyard & Co. handles its hearing aid account.

TvB Tells Retailers How Tv Brings Sales

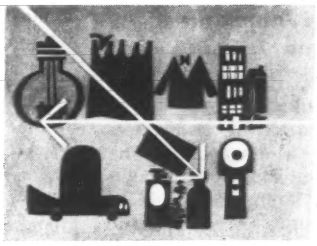
"If you know how to sell behind a counter, you have the built-in knowledge of how to create television advertising," retailers were told last week by Howard P. Abrahams, director of retail sales for Television Bureau of Advertising. Speaking before the Smaller Stores Division at the 47th annual convention of the National Retail Dry Goods Assn., held Monday through Thursday in New York, Mr. Abrahams told the store executives the average family watches tv 42 hours a week, "more time than your employes spend working for you." He noted those who watch tv the most have more money to spend.

The TvB official urged the retailers to use tv more widely as an advertising tool and explained, "The big trick is to be yourself" in tv advertising. He explained, "You can project your personality and the store's personality through devices which come naturally to you." Mr. Abrahams told the retailers that if they are not using tv now, "you just aren't reaching all of your potential audience. This is because among older families television viewing is actually twice as great as newspaper reading, while in the young families, viewing time is actually four times reading time."

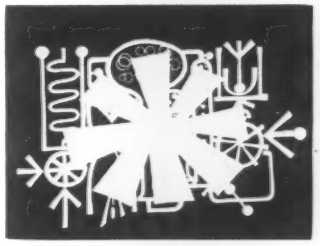
To prove television works for retailers, Mr. Abrahams recalled that "last August, Malley's in New Haven [Conn.] added television to its selling team for its white sale. They upped their sales for their white goods department from $42,000 to $74,000. . . . Last January, Sears in Wheeling [W. Va.]



FROM *cleansers to flashlights UC is a part of everyday life.*



PLASTICS, *new fibers, metal alloys, antifreeze . . .*



EVEN *the promise of nuclear energy . . . and much more . . .*

COME *to you under the trademarks of Union Carbide.*

cartoon characters. But the UC commercial does neither. Instead, it makes use of abstract art, subordinates character to symbolism and avoids direct shots of UC products. Considering the shortage of time, the client agreed to a quick run through of UC's well-known trademark group—Prestone, Bakelite, Eveready, Pyrofax, Stellite and others. Another unusual aspect of this commercial is the fact that the musical score, composed and orchestrated by Bud Bazelon, is maintained at the same sound level as the narration and thus plays an integral, not secondary, role in putting across the UC story.

Although abstract art is difficult to explain, a Mathes executive took a fling at describing the abstract sequences—"The film opens with abstract shapes representing the elements of nature . . . these shapes begin to take more recognizable form . . . changing into a pattern suggesting chemical processing . . . until gradually the traditional UC corporate hexagon begins to emerge."

UC will repeat the new commercial in black-and-white Mar. 9.

ran their furniture sale exclusively in television and upped their sales volume from $51,000 to $98,000." Both "being good merchants," he said, they are repeating these events "right now."

Mr. Abrahams was introduced by Joseph Feller, president of Joe Feller Ltd., Ottawa, Ont., who reported successful use of spot tv by his firm "for years" and observed "repetition has power." He said, "We're very happy with television." Feller uses a 20-second vehicle. "Every commercial starts and ends the same although the center part is changed each week and a different item is promoted," Mr. Feller said.

During the NRDGA convention, Mr. Abrahams also addressed the separate meeting of the Independent Retailers Syndicate, attended by representatives of the 125 stores of the syndicate from all sections of the U. S. TvB's retail sales staff also gave a presentation to the Associated Merchandising Corp. meeting, attended by AMC store officials from throughout the country.

NRDGA, which announced change of name to National Retail Merchants Assn. following the annual business meeting at the convention, found from a member survey that there was a trend to greater use of both radio and tv during 1957.

NRDGA Executive Vice President J. Gordon Dakins said a survey of 2,000 member stores showed that 70% used radio in 1957 with 32% using more, 26% less and 42% making no change over 1956. For television, he said, 53% used the medium last year with 43% using more, 23% using less and 34% making no change over 1956.

Mr. Dakins said, "Few retailers plan any serious changes in their sales promotion approaches this spring" with overall expenditures to remain about the same as last year. "However, many stores reported that they are planning to cut their newspaper lineage in order to offset the rise in their newspaper advertising rates," he added. He said a good many stores plan to increase use of direct mail this spring.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

PARLIAMENT NEWS FLASH • Spot television campaign described as largest ever conducted for a cigarette will be launched Jan. 19 to promote "new" Parliament cigarette. Details were not disclosed. Parliament, Philip Morris product, also will use ABC-TV *Mike Wallace Show,* sponsored by PM, starting Jan. 18. Newspapers and magazines also will be used. Benton & Bowles, N. Y., is agency.

New filter is described by Parliament officials as recessed device consisting of 30,000 filaments providing the "most complete filtering action of any filter cigarette now on the market." New blend of tobaccos was developed to balance flavor with high filtration and recessed protection, they asserted. In addition, Parliament prices will be reduced to match those of other popular-priced filter cigarettes, effective today (Monday).

NEW PAINT JOB • Gelvatex Div. of Shawinigan Resins Corp. (paint), Anaheim, Calif., will put bulk of more than $200,000 appropriated for Gelvatex advertising through August into tv. Company plans one-minute commercials—filmed demonstrations of new method of interior painting. Campaign is planned for stations in southern and central California, but no film company has been chosen for production as yet, nor has station list been completed. Campaign is being placed by Philip J. Meany Co., L. A., newly appointed agency for Gelvatex.

SATISFIED, WANTS MORE • B. T. Babbitt Co., N. Y., for Bab-O, having successfully completed first radio spot campaign out of its new agency, Donahue & Coe, N. Y., now reportedly is readying second major national radio push to start end of this month.

INSTANT ACTION • Borden Co. (instant coffee), N. Y., launched 19-week spot tv campaign Jan. 6 in seven markets throughout country, utilizing afternoon and evening time periods. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

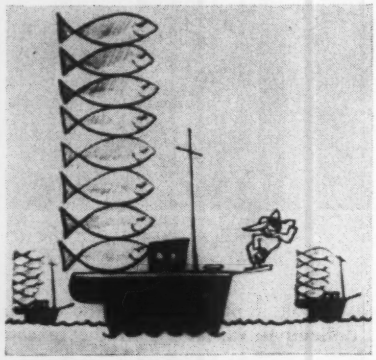
OF MR, MEDIA, MUSIC • With motivation research having proven to researchers at Emil Mogul Co., N. Y., that calorie-conscious dieters still have a yen for white bread and will eat it at drop of a properly-laced jingle, Mogul's client, Bakers Franchise Corp. (Lite-Diet special formula white bread), N. Y., this week launches special MR-inspired broadcast-and-print media push.

Saturation radio spots will be placed 15-30 times weekly on 150 radio stations with 30 tv stations also to figure in push. Radio jingle utilizes familiar Gilbert & Sullivan tune and goes like this: "Oh, its texture is fine and its flavor is great—As delicious as any bread you ever ate. Who'd believe it could help you control your weight? So buy it . . . Lite Diet . . . Lite Diet."

MUTUAL THERAPY • Niagara Therapy Mfg. Corp. (Cyclo-Massage units), Adamsville, Pa., has signed to sponsor 11:35 p.m.-12 midnight portion of *The Long John Show* on Mutual (Mon.-Fri., 11:05-12 mid.), starting today (Monday). Agency: George Millis Adv., Philadelphia.

SHIRT TALES • Phillips-Jones Corp. (Van Heusen shirts, men's sportswear), N. Y., has signed for participating sponsorship of ABC-TV's *West Point* (Tues. 10-10:30 p.m.) starting Jan. 21. Grey Adv., N. Y., is agency.

JUDGMENT PENDING • Paisano Productions' *Court of Last Resort*—currently sponsored by P. Lorillard Co. on NBC-TV (Fri. 8-8:30 p.m.)—has been sentenced to limbo by sponsor. Effective Mar. 4, Old Gold will drop show, but sentence is not being passed easily. Committed to 52-week contract with network for that time period,



EARNEST skipper is bringing home a prize catch; said catch is obviously pleased to be on its way to being Breast O' Chicken tuna—and after a short time spent placating a whale with tuna salad that's exactly what happens in this filmed commercial for the sea food firm. Created by Guild, Bascom & Bonfigli, San Francisco, the animated cartoon technique used in the commercial proved successful in four markets; new commercial will be used in expanded schedule starting Jan. 20. Number of markets has not been set.

Lorillard must pick another show before that time. Officials at Lennen & Newell, N. Y., Lorillard's agency, commented: "We are looking at other properties."

NEW TIMES • Kiplinger Washington Agency Inc. (*Changing Times* magazine), Washington, through Albert Frank—Guenther Law, N. Y., has bought Sat., 8:15-8:30 a.m. and 6:05-6:20 p.m. periods on CBS Radio for its *Changing Times* program for 13 weeks, effective last Saturday.

WEEKEND COLOR • Clairol Inc. (hair-tints), N. Y., through Foote, Cone & Belding there has renewed five-minute "Impact" segment on Saturday *Galen Drake Show* on CBS Radio for 13 weeks starting Jan. 18.

PHILCO RIDES AGAIN • Philco Corp., Philadelphia, will return to network radio by resuming sponsorship of American Broadcasting Network's Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m.), Jan. 20. Philco sponsorship, on behalf of its full line of consumer products, will cover five segments of *Breakfast Club* weekly. Agency is BBDO, N. Y.

'MADHOUSE 90'

Instantaneous ulcers? After James W. Seiler, director of American Research Bureau, explained to an audience of agency people last week the new Arbitron system that can provide instantaneous ratings (see story, this page), one timebuyer was heard to hiss between clenched teeth: "Oh fine! Now we can get ulcers every 90 seconds instead of every month."

Dowd, Redfield & Johnstone Gets Alitalia Airline Account

A new account made its appearance last week on Madison Avenue as Alitalia, the Italian airline, appointed Dowd, Redfield & Johnstone, New York, as its agency. The appointment is effective immediately.

Alitalia (bolstered in strength since Nov. 1 when it absorbed Linea Aeree Italiane [LAI], had never had a U.S. agency, although LAI did: Manhattan Adv., New York. The account, initially billing a reported $500,000, presently is considering using radio later this year and may possibly "look into" television in 1959, according to Alitalia Advertising Manager Guido Vittori.

DR&J was named after a two-month search by Alitalia; it was understood that Charles W. Hoyt Co. had been one of the leading contenders for the account, based on its KLM account experience. Hoyt, however, asked to be removed from consideration last month after the Dutch airline postponed its previously-announced switch from Hoyt to Erwin Wasey, Ruthrauff & Ryan. Other agencies that had solicited the new account: Bozell & Jacobs, Caples Co. and Van Brunt & Co. The latter agency recently was organized by Albert Van Brunt, a former Buchanan & Co. account man on Air France, who left that agency when Air France moved to BBDO.

Local Instantaneous Ratings Expected Soon in New York

The American Research Bureau's electronic instantaneous ratings—called Arbitron—should be close to operating a local service in New York approximately a week from today (Monday).

This estimate was given last week by ARB Director James W. Seiler at a timebuying and selling seminar luncheon held in New York by Radio & Television Executives Society.

The Arbitron system will employ devices in receivers installed in sample homes and linked by telephone line to a central office that will provide reports at 90-second intervals as to what channels the sets are tuned to or whether they are off [ADVERTISERS & AGENCIES, Dec. 23, 1957].

ARB expects to have 300 homes in New York equipped with transponders (the device placed in the tv set) when the service starts in that city. Mr. Seiler noted that the instantaneous ratings system will not be set up in any city unless there is a minimum of 200 homes equipped with transponders.

Trendex Adds New Markets

Effective Feb. 1, Trendex Inc., New York, will add five cities to its present list of 15 multi-station markets used in compiling telephone coincidental ratings on all network television programs, it was announced last week. The new cities are Boston, Houston, Indianapolis, Omaha-Council Bluffs and St. Louis. According to Trendex, the expansion is in line with the firm's policy to measure audience size in those areas represented by affiliated stations of all three television networks, areas interconnected by coaxial cable and, therefore, areas where the three major networks compete directly for television audiences.

Beirn Elected President Of C. J. LaRoche & Co.

F. Kenneth Beirn, senior vice president of Erwin Wasey, Ruthrauff & Ryan, has joined C. J. LaRoche & Co., New York, as president.

At LaRoche Mr. Beirn succeeds James Webb, who will become chairman of the board. Mr. LaRoche, who is Mr. Beirn's brother-in-law, continues as treasurer and will become chairman of the executive commitee.

MR. BEIRN

Mr. Beirn, president of Ruthrauff & Ryan before the merger, was a partner of Biow-Beirn-Toigo (now defunct) prior to his association with R&R. Before that he was with Dancer-Fitzgerald-Sample, New York.

Mr. Beirn worked with Whitehall Pharmacal Co. during his tenure at D-F-S and again at Biow-Beirn-Toigo. He also helped bring the Bon Ami account into the R&R shop; Bon Ami dropped EWR&R late last year and has not yet named a new agency.

STICKPIN SEASON

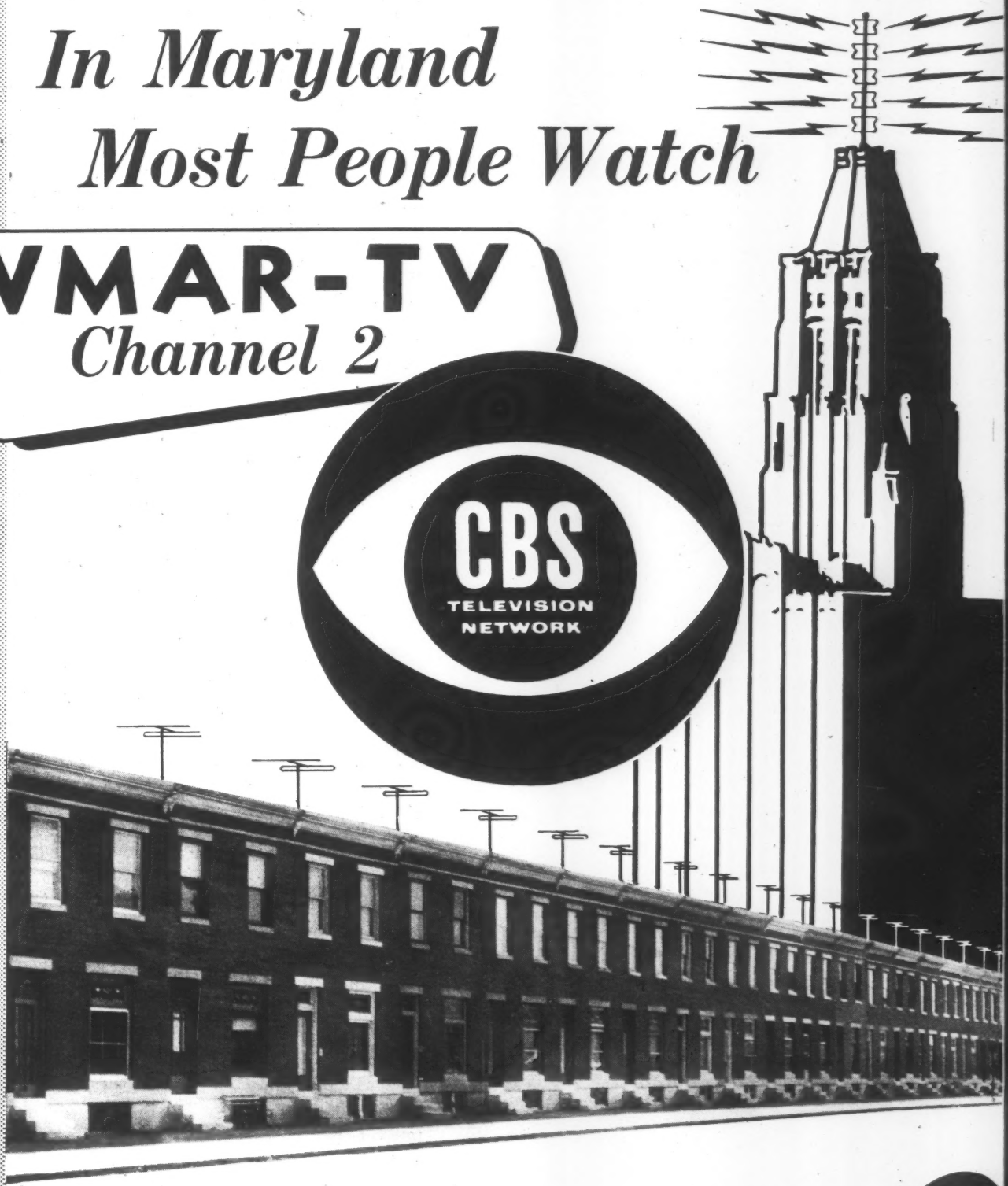
Well, Harry Winston Inc., a New York jeweler, had this big diamond for sale, see? It was getting along toward Christmas and Harry was having a little trouble getting it off his hands because this wasn't any ordinary diamond. It was 127 carats and Harry wanted $1 million for it—a pretty steep price even with the inflation. Well, when Harry's representative down in Dallas heard about this ice cube—dug up in Brazil and once owned by the Portuguese royal family—being on the block, he came to a quick decision. After all, where else would the biggest market be for such a whopper of a jewel than you know where? He acted accordingly, and so for three weeks before Christmas a commercial was run daily—with music—on KLIF Dallas hinting to the local millionaires that if they didn't get in touch with Harry Winston in New York pronto, why then somebody else might grab it.

A lot of people did get in touch with Harry Winston in New York, all right, but they were told that Harry hadn't even authorized the KLIF commercials. Their inquiries were referred right back to Harry's patriotic but over-zealous representative in Dallas. Harry wasn't talking about it last week. Neither was his man in Dallas.

In Maryland Most People Watch

WMAR-TV
Channel 2

CBS TELEVISION NETWORK



CBS

Maryland's Pioneer Station **WMAR-TV** 2

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.**, New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

channel

YOU CAN'T MISS!

with

WEAU–TV

Eau Claire . . . . the

BIG CHEESE

IN WISCONSIN

- Programming the BEST of all three networks, ABC, NBC and CBS.
- A single station market in the heart of Wisconsin . . . covering twice the population and twice the area with our new 1,000 foot tower with maximum power.
- Serving a giant land of ¾ million people and two million cows.

WEAU–TV

EAU CLAIRE, WISCONSIN

See your Hollingbery man
in Minneapolis, see BILL HURLEY

KNOMARK ENTERS REVLON FOLD

- **Revlon's $9 million buy unites heavy tv advertisers**
- **Adding Esquire line is first move in diversification**

From tip to toe in 26 years. Thus read the story of Revlon Inc. last week as the cosmetics firm bought—for an estimated $9 million cash—the 31-year-old family-owned Knomark Manufacturing Co., manufacturer of over 450 shoe cleanser products carrying the "Esquire" brand name.

The acquisition brings together two heavy tv advertisers that both scored their sharpest sales advances after turning to broadcasting.

For Revlon, purchase of Knomark ("Esquire," "Scuff-Kote," "Lano-Wax" and "Lanol-Wite") represents the first outside acquisition in its history. Company officials describe Revlon's excursion into Schering Corp. last year—via the purchase of 150,000 of some 1.76 million outstanding shares—as merely "an investment, nothing more." Revlon spokesmen said last week that the Knomark purchase was only "the first of a number of diversifying moves we will make into other package goods industries other than our own." Revlon already has begun internal diversifications. Through its recently-established Thayer Labs, Revlon has begun testing a room deodorizer and other household products that, by coincidence, also are handled by Emil Mogul Co., Knomark's agency for the past 18 years.

Wall Streeters first got a hint that diversification was in the works as far back as December 1955 when Revlon floated its first public stock offering at $12 a share. In June 1956 a stock split was put in effect.

Revlon will operate Knomark as a wholly-owned subsidiary. No change in Knomark's executive management team nor in its present ad agency structure is contemplated, Revlon officials asserted. Furthermore, the Esquire name will be retained intact since, as one Revlon executive put it, "Why tinker with a sure-fire name?" But advertising observers felt that some of Revlon's very aggressive tv theories might be applied to future Esquire ad strategy—a plan, which if carried out, could be executed with maximum efficiency since Mogul also represents a number of Revlon products now using tv on both spot and network basis.

For Knomark, purchase by Revlon represents the culmination of a 20-year steady growth "from zero into the many millions." Though Executive Vice President Melvin Birnbaum declined to make any comment at all, it was learned that Esquire's share of the industry-wide $85 million annual sales plum comes to about 45%. Though producing Esquire brands since shortly before World War II, Knomark did not begin hitting its true stride until after V-E Day. One reason may have been that returning G.I.'s made Americans more "shine-conscious." Another, and possibly more cogent reason: Knomark's stepped-up advertising expenditures. In 1945, Esquire spent $80,600; today it spends in excess of $2.5 million, of which a substantial part goes to television.

Esquire made its tv debut in 1949-50 with a 14-station ABC-TV hookup for Arlene Francis' *Blind Date*. The next season it purchased an ABC-TV variety show starring Kyle MacDonnell—a program that fared ill. In succeeding years it sponsored Kate Smith and Arthur Godfrey, but did not identify itself with "big-time tv" until it picked up for two consecutive seasons the Ed Wolf package, *Masquerade Party*. In 1955-56 and 1956-57 it left ABC-TV for NBC-TV, backed portions of *Caesar's Hour* and currently sponsors for 52 weeks that network's *Perry Como Show*.

In their early histories, both Revlon and Knomark staked their respective futures on chance—and in both cases, chance turned to handsome dividends.

Revlon—currently sponsoring CBS-TV's *The $64,000 Question*, alternate weeks of that network's *The $64,000 Challenge*, ABC-TV's *Walter Winchell File* in addition to sporadic spot campaigns on tv (principally for testing)—revolutionized the cosmetics industry in 1932 by introducing the first opaque fingernail polish made with pigments instead of dyes. It followed this up seven years later by introducing the first lipstick color that would match nail polish, thereafter hitting hard upon the theme "matching lips and finger tips," and sold lipsticks as fashion accessories, not merely as a cosmetic. In 1955 Revlon again turned beauticians on their ears by introducing the "Futurama" case, complete with lipstick refill in the same price range as ordinary brands. Revlon frankly admits that "Futurama" was "made" by its tv exposure. With domestic net sales fast approaching the $60 million mark and with some $18 million allocated to advertising (of which roughly 65% is tied up in tv), the fact that the three principals, Charles Lachman and the Revson brothers—Charles and Martin—made their hunches pay off can best be illustrated by recalling their net sales for 1932—$4,050.

Knomark—though not as spectacular an advertiser as Revlon—in somewhat the same manner took a gamble, and won. In 1938, after a decade of producing strictly liquid polishes (mostly under private labels) brothers Samuel M. Abrams and Albert Abrams—now president and vice president—turned to paste polish, created the shoe wax industry's first complete color line and, more important, banked all they had on gearing their sales to the quality market by introducing the luxury-priced (25 cents) Esquire brand. Instead of distributing through department, food, drug and five-and-dime stores, Knomark turned to shoe stores and shoe repair parlors, educated salesmen to sell Esquire to customers of "higher ticket" models. Actual advertising, though planned to break in 1941, was delayed by the war. In the meantime Knomark, through razor-sharp merchandising and aggressive door-to-door salesmanship, fought for and won 5% of the total U. S. shoe polish sales. Today, the Esquire brand claims to be the undisputed leader in all polish sales, having bypassed Shinola and Griffin.

With the acquisition of Knomark—effective immediately—Revlon's overall 1958 net sales will probably exceed $100 million, for in addition to its domestic sales of approximately $60 million are some $8 million garnered from overseas. Then, too, this is the year Revlon may be expected to introduce on a national scale its men's line ("Top Brass" hair cream, etc.) and a host of non-cosmetic products developed by Thayer Labs. Furthermore, Revlon also will go ahead with its "five year plan" to establish Revlon-owned companies in Latin America and in the Far East.

Revlon's agency structure, revised last fall [ADVERTISERS & AGENCIES, Sept. 23, 1957] includes: Warwick & Legler, C. J. LaRoche, Emil Mogul Co., Dowd, Redfield & Johnstone and Noyes & Sproul. Products

REVLON *executives (l to r) Charles Lachman, senior vice president; Charles Revson, president, and Martin Revson, executive vice president, go over paperwork for "the first of one of a number of diversionary moves"—Revlon's acquisition of Knomark.*

include "Living" lipsticks, "Touch and Glow," "Moon Drops," liquid rouge, "Silken-Net," "Sun Bath," "Satin-Set," the Aquamarine line, "Clean and Clear," the "Intimate" perfume line, Revlon nail enamels, "Spray Mist," "Love Pat," medicated "Silicare" and others.

AFA Alerts Retailers On Advertising Taxes

The attention of retailers was focused last week on the hobbling effect that advertising taxes could have on the entire U. S. economy.

Speaking in New York at a meeting of the Independent Retailers Syndicate last Wednesday, C. James Proud, president and general manager of the Advertising Federation of America, declared that advertising is the stimulant that sells more than half of all America's goods and services. Such taxation could, as a consequence, be a crippling body blow to all business and the consumer alike, he said.

The AFA is in the forefront against city ad taxes already enacted in Baltimore; the inception of a similar movement in Norfolk, Va., and a like plan that was to be introduced last Friday in St. Louis (see page 9).

Reiterating AFA's strong opposition to the rash of taxes, Mr. Proud assailed "punitive and discriminatory" ad taxes on the principle that advertising has been traditionally exempt because it encourages the sale of products.

The advertising tax becomes a "hidden" tax, he maintained, in that it is passed on to the consumer, reduces sales and profits, eventually cuts overall tax revenues, creates unemployment and distress among smaller industries and tends to discourage industry and commercial growth in the affected area.

Mr. Proud reaffirmed AFA's intent to continue the fight against advertising taxation with all legal weapons and said his organization stands ready to provide an organizational plan to combat the levies to all communities faced with the threat.

In another meeting Thursday, the National Retail Merchants Assn., largest such group in the nation, adopted a resolution to oppose any taxation on advertising.

NAME'S FAMILIAR

A broadcaster became president of the National Retail Merchants Assn. (formerly National Retail Dry Goods Assn.) last week (see story, page 36). He is George W. Dowdy, president of WAYS Charlotte, N. C., and executive vice president-general manager of Belk Bros. Co. there. Mr. Dowdy succeeds Richard H. Rich, president of Rich's Inc., Atlanta, for a one-year term with the association which represents more than 8,200 department, specialty and chain stores doing in excess of $17 billion worth of business annually. Mr. Dowdy has been chairman of the NRMA executive committee since last October and has been a director for several years.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,886,000 people in the U. S. over 12 years of age during the week Dec. 29-Jan. 4. This is how they spent their time:

71.9%	(89,074,000) spent	2,026.4 million hours	WATCHING TELEVISION†
59.3%	(73,464,000) spent	1,106.5 million hours	LISTENING TO RADIO†
79.2%	(98,118,000) spent	412.1 million hours	READING NEWSPAPERS
30.3%	(37,537,000) spent	188.3 million hours	READING MAGAZINES
29.1%	(36,051,000) spent	454.2 million hours	WATCHING MOVIES ON TV†
31.6%	(39,128,000) spent	150.0 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

† Figures for the "watching television" and "watching movies on tv" categories are the highest ever recorded by Sindlinger & Co.; the "listening to radio" figures are the second highest ever recorded.

SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 106,560,000 people over 12 years of age see tv (86.0% of the people in that age group); (2) 41,265,000 U. S. households with tv; (3) 45,324,000 tv sets in use in U. S.

Lever Bros., Shulton Ask Out From CBS-TV's 'Eve Arden Show'

CBS-TV's *Eve Arden Show*, formerly called *It Gives Me Great Pleasure*, apparently no longer pleases alternate sponsors Lever Bros. and Shulton Inc. It was learned last week that both advertisers have notified CBS-TV that they want out at the conclusion of the second 13-week cycle the end of March. The program is seen Tuesday, 8:30-9 p.m. following the Phil Silvers program, and while both advertisers hope to retain the time period, CBS-TV as of last week hadn't found a program replacement that appealed to both. Lever's agency on *Eve Arden* is J. Walter Thompson Co., while Shulton's agency is Wesley Assoc.

Shulton, meanwhile, has begun a 52-week radio spot campaign in five major markets (New York, Chicago, Los Angeles, Philadelphia and Detroit), representing a cutback from 1957's 18-market lineup. In March, however, Shulton will launch a spring-summer weekend radio campaign on behalf of its men's line plus 47 additional radio markets for Bronze Tan. Concerning its network plans, should Shulton be unable to settle on a suitable CBS-TV replacement program, it may drop out of the Tuesday evening time slot and once again re-consider the use of such one-shot programs as *See It Now*.

SP Poses Problem for WCTU

Another group has added its voice to the speculation about subliminal advertising. While the FCC and the networks have their own problems to work out, the national Women's Christian Temperance Union has a more specific worry: will breweries use the "invisible" commercials to sell beer?

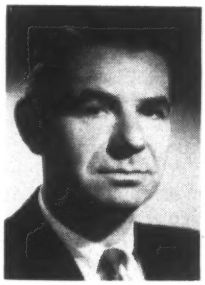
Mrs. Glen G. Hays, WCTU president, said that breweries have not yet used the "subliminal commercial technique" but "they are reported to be eyeing it as a likely solution to their dropping sales." "In radio," she said, "we may possibly expect an iso-spot voice, 'Drink Booze's Beer,' to pop out of symphony, soap opera or sports programs." No plan for combatting the possibility have been announced by WCTU.

RM Commercial Production Unit Proving Worth; Michel Elevated

"In-the-shop" production of some of its own tv commercials apparently is working out at Reach, McClinton & Co., New York.

The agency reported last week that its tv commercial production subsidiary, RMC Productions Inc., has completed shooting its 35th commercial. The subsidiary was set up three months ago.

Reach, McClinton also announced that Werner Michel, the agency's vice president in charge of tv-radio and president of the production subsidiary, was elected a director of the agency last week.



MR. MICHEL

Mr. Michel noted that the subsidiary's operation is not designed to reflect upon film producers who have been producing, or will produce in the future, commercials for Reach, McClinton, but that the subsidiary "is one more service which our agency can now offer exclusively to our advertisers." Reach, McClinton, Mr. Michel said, now can offer clients a choice between commercials of outside production companies or of the wholly-owned subsidiary. RMC Productions has some commercials for the Prudential Insurance Co. of America, Newark, N. J., the agency's top account

straight arch

In a gimmick era,
KOWH's Arch Andrews'
gimmick is:
To bring *nothing*
to the microphone . . .
. . . but his own capable,
enthusiastic, likeable self!
In ability to attract, win,
hold and sell people,
he is typical of the
personalities who make KOWH
a dominate daytime first,
per Pulse.
Let Straight Arch and
the others of KOWH's
"Fabulous Five"
sell for *you*.
(Good coverage, too,
on 660 kc.)

KOWH OMAHA

Represented by Adam Young Inc.

and sponsor of *The Twentieth Century* series on CBS-TV [ADV. & AGENCIES, Dec. 2, 1957].

Mr. Michel claims the subsidiary unit cuts overhead with the savings channeled into agency services to clients.

Erwin, Wasey of South Becomes Humphrey, Williamson & Gibson

Erwin, Wasey & Co. of the South, Oklahoma City advertising agency, has discontinued its 17-year-old affiliation with the New York firm (now Erwin Wasey, Ruthrauff & Ryan) and has become Humphrey, Williamson & Gibson Inc., principals in the southwest concern have announced.

Warren A. Humphrey, who has had financial control of the agency since 1950 as

HUMPHREY WILLIAMSON GIBSON

vice president and manager, is president of Humphrey, Williamson & Gibson. Mitchell L. Williamson and Ellis Gibson, account executives, are vice presidents of HW&G. The new president joined the agency—founded by the late Harold Halsell in 1926—in 1938, when it became Halsell-Humphrey Inc. Mr. Williamson has been with the firm since 1946 and Mr. Gibson since 1952. HW&G handles 31 accounts in Oklahoma and Arkansas and is a member of the American Assn. of Advertising Agencies.

A & A SHORTS

Chicago Federated Adv. Club announces move of offices from 139 N. Clark St. to expanded quarters at 39 S. Wabash Ave.

Sven Thornblad Sales Engineering Co., N. Y., has joined services and facilities with **F. P. Walther Jr. & Assoc.,** Boston.

AGENCY APPOINTMENTS

Whirlpool Corp., St. Joseph, Mich., appoints Kenyon & Eckhardt, Chicago, to handle advertising for newly-acquired gas refrigerator-ice maker line of Servel Inc., Evansville, Ind. K & E handles RCA-Whirlpool account.

American Viscose Corp., Philadelphia, appoints Arndt, Preston, Chapin, Lamb & Keen that city to succeed N. W. Ayer & Son, effective April 1.

Arthur Murray Dance Studios, Baltimore, appoints Joseph Katz Co. that city.

Pro-Phy-Lac-Tic Brush Co., subsidiary of Warner-Lambert Pharmaceutical Co., names Fletcher D. Richards Inc. as agency for its Prolon Div.'s Dinnerware Dept.

Gwaltney Inc. (meat packers), Smithfield, Va., appoints Robert M. Gamble Jr. Adv., Washington.

American Insurance Co., Newark, N. J., appoints Grant Adv., N. Y., to handle advertising for parent organization and subsidiary companies, including American Automobile Insurance Co. and Associated Indemnity Corp.

Sue Ann Food Products Corp. (Cocktail Delight food products), Chicago, appoints Arndt, Preston, Chapin, Lamb & Keen.

Hixon & Jorgenson, L. A., appointed to handle Southern California advertising for campaign of Sen. William F. Knowland for governor. In Northern California **Lykke-Wilkin & Assoc.** will handle Knowland advertising and public relations activities.

Moxley Massage Equipment Co. (national manufacturer and distributor of "Two-in-One" massage pillow and chair) appoints Beckman • Koblitz Inc., L. A.

E. J. Korvette Inc. (department store chain), N. Y., has appointed William Warren, Jackson & Delaney that city.

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for December

Rank	Ratings
1. *Gunsmoke*	45.9
2. *Perry Como*	42.9
3. *Lassie*	41.5
4. *Lucille Ball-Desi Arnaz*	38.7
5. *Tales of Wells Fargo*	35.0
6. *Wyatt Earp*	34.1
7. *You Bet Your Life*	33.9
8. *Danny Thomas*	33.8
9. *GE Theatre*	33.8
10. *Alfred Hitchcock*	33.5
Ernie Ford	33.5

Rank	Viewers (000)
1. *Perry Como*	48,690
2. *Gunsmoke*	46,720
3. *Lassie*	45,130
4. *Steve Allen*	38,480
5. *Ed Sullivan*	37,070
6. *Lucille Ball-Desi Arnaz*	36,830
7. *People Are Funny*	33,890
8. *Have Gun, Will Travel*	32,970
9. *Jack Benny*	32,900
10. *You Bet Your Life*	32,580

Copyright American Research Bureau Inc.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Nov. 24-Dec. 7, 1957

Total Audience †

Rank	No. Homes (000)
1. *Annie Get Your Gun*	21,712
2. *Lucille Ball & Desi Arnaz*	18,416
3. *Gunsmoke*	17,840
4. *Perry Como Show*	16,521
5. *Ed Sullivan Show*	16,521
6. *Danny Thomas Show*	15,203
7. *Tales of Wells Fargo*	14,956
8. *Steve Allen Show*	14,585
9. *GE Theatre*	14,420
10. *Cheyenne*	14,008

Rank	% Homes *
1. *Annie Get Your Gun*	54.0
2. *Lucille Ball & Desi Arnaz*	45.9
3. *Gunsmoke*	44.7
4. *Perry Como Show*	41.2
5. *Ed Sullivan Show*	41.0
6. *Danny Thomas Show*	37.9
7. *Tales of Wells Fargo*	37.7
8. *Lassie*	37.4
9. *Cheyenne*	36.8
10. *GE Theatre*	36.4

Average Audience ‡

Rank	No. Homes (000)
1. *Gunsmoke*	17,139
2. *Lucille Ball & Desi Arnaz*	15,738
3. *Annie Get Your Gun*	15,491
4. *Danny Thomas Show*	14,379
5. *Tales of Wells Fargo*	14,090
6. *Have Gun, Will Travel*	13,596
7. *GE Theatre*	13,390
8. *Perry Como Show*	13,019
9. *Alfred Hitchcock Presents*	12,937
10. *December Bride*	12,690

Rank	% Homes *
1. *Gunsmoke*	42.9
2. *Lucille Ball & Desi Arnaz*	39.2
3. *Annie Get Your Gun*	38.5
4. *Danny Thomas Show*	35.8
5. *Tales of Wells Fargo*	35.5
6. *Have Gun, Will Travel*	34.3
7. *Lassie*	34.0
8. *GE Theatre*	33.8
9. *Alfred Hitchcock Presents*	32.7
10. *Perry Como Show*	32.4

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen (NBC-150): S. C. Johnson & Son (NL&B), Greyhound (Grey), U. S. Time (Peck), Sun. 8-9 p.m.

Annie Get Your Gun (NBC-170): Pontiac (MJ&A), Pepsi-Cola (K&E), 8:30-10:30 p.m. Wed. Nov. 17.

Lucille Ball-Desi Arnaz (CBS-194): Ford (JWT), Tues. 9-10 p.m. once a month.

Jack Benny (CBS-179): American Tobacco Corp. (BBDO), Sun. 7:30-8 p.m. alt. Suns.

Cheyenne (ABC-99): General Electric (Y&R), alt. Tues. 7:30-8:30 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-178): General Foods (B&B),. Mon. 9:30-10 p.m

Ford Show (NBC-182): Ford (JWT), Thurs. 9:30-10 p.m.

GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R) alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock Presents (CBS-145): Bristol Myers (Y&R), Sun. 9:30-10 p.m.

Lassie (CBS-90): Campbell Soup (BBDO), Sun. 7-7:30 p.m.

People Are Funny (NBC-129): R. J. Reynolds (Esty), Toni (North), Sat. 7:30-8 p.m.

Ed Sullivan Show (CBS-174): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Tales of Wells Fargo (NBC-147): Buick (Kudner), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

Lassie (CBS-90): Campbell Soups (BBDO), Sun. 7-7:30 p.m.

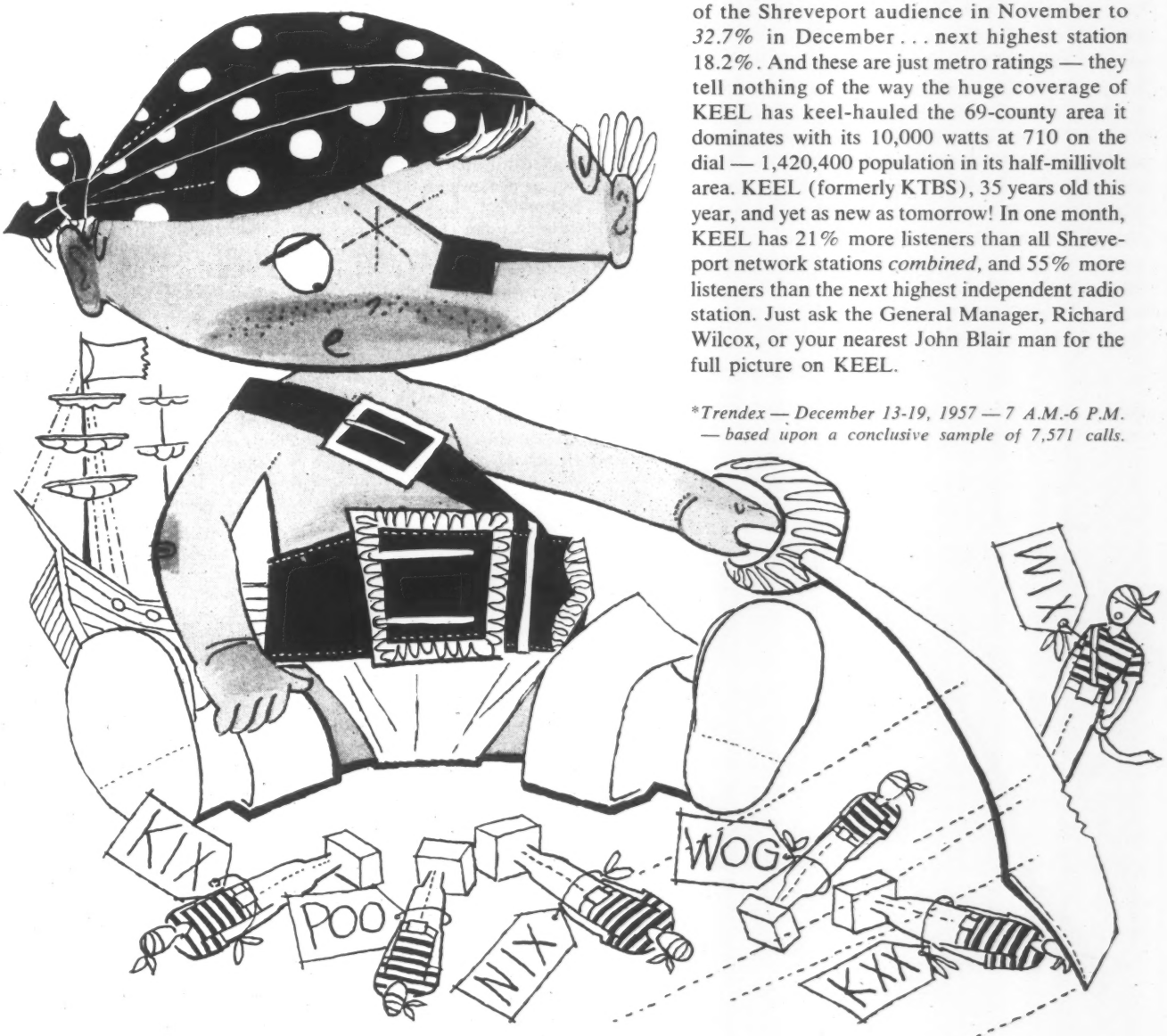
Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues., 8:30-9 p.m.

You Bet Your Life (NBC-177): DeSoto (BBDO), Toni (North) alternating, Thurs. 8-8:30 p.m.

We Really KEELED 'em in SHREVEPORT!

Another astonishing McLendon success story! Trendex* tells it sensationally — from *last* among eight Shreveport stations in November to FIRST in December — a one-month miracle! Shreveport's new KEEL has jumped from *4%* of the Shreveport audience in November to *32.7%* in December . . . next highest station 18.2%. And these are just metro ratings — they tell nothing of the way the huge coverage of KEEL has keel-hauled the 69-county area it dominates with its 10,000 watts at 710 on the dial — 1,420,400 population in its half-millivolt area. KEEL (formerly KTBS), 35 years old this year, and yet as new as tomorrow! In one month, KEEL has 21% more listeners than all Shreveport network stations *combined*, and 55% more listeners than the next highest independent radio station. Just ask the General Manager, Richard Wilcox, or your nearest John Blair man for the full picture on KEEL.

**Trendex — December 13-19, 1957 — 7 A.M.-6 P.M. — based upon a conclusive sample of 7,571 calls.*



A TEXAS TRIANGLE AFFILIATE

KLIF-KFJZ
DALLAS-FORT WORTH

KILT
HOUSTON

KTSA
SAN ANTONIO

Represented by John Blair & Company

THE FEATURE IS THE COMMERCIAL

• Producing the 'sell' is big business at UI-TV

• And business may total $3 million gross for '57

One Friday, Harry Grey, BBDO west coast production supervisor of the DeSoto auto account, received a long-distance call from Detroit. Subject: a new, factory-inspired "dividend deal" that DeSoto would be instituting the following week in order to help its dealer force-move the remaining '57 stock out of the showroom.

Written instructions arrived first thing Monday morning ordering the agency to produce a one-minute "rush-job" tv film in time for use on Thursday's *You Bet Your Life* on NBC-TV. BBDO immediately got in touch with George Bole, tv production head at Universal-International Studios in Hollywood, the "working" operation of Universal Pictures Corp. "Could you," asked Mr. Grey, "do the job?" UI-TV could—and did—thereby shattering a record of sorts. The commercial was shot Tuesday and two days later appeared on NBC-TV, beating UI-TV's previous record of a commercial having been shot Monday, shown on tv that Saturday.

On the DeSoto "job," the balance of Monday was spent in getting script, art, props and soundstage space ready so that shooting could begin at the crack of dawn. Tuesday, no sooner did the cameraman finish a magazine load than it was rushed to the film lab for work print finishing. At the same time, fine grains were "pulled." After lunch, Mr. Bole and the BBDO people screened the fine grains. By 8:30 p.m. dubbing had been completed and at 9:30, the film was back in the lab for composite printing of action and sound track. At 10:30 a.m. Wednesday, the film was approved and rushed to NBC-TV studios for insertion in the Groucho Marx quiz show. Total elapsed time: 30 working hours. Though three weeks is "normal time" at UI-TV, rush-jobs like that for DeSoto are becoming more common by the day.

In the 10 years leading up to last Aug. 1, UI-TV has produced well over 5,000 commercials, servicing more than 50 different advertisers and some 16 agencies.

So frantic is life these days at UI-TV that the department's supervising factotum, a former theatre manager named Norman E. Gluck, is apt to ask, "what hath God wrought?"

Universal-International entered television out of shere necessity, although studio officials are quick to deny this (see box). The move was made in 1947 not just to boost the studio's sagging fortunes ($3 million loss in 1948) but to take up some of the overhead on plant and property—an overhead that rises steadily whether any theatrical features are in the making or not.

At the very outset, UI-TV was simply a sideline of United World Films, a U-I subsidiary then, as now, the world's biggest distributor of 8 and 16 mm film. In 1948, UWF's tv section had:

• Produced a series of five star-endorsed commercials for Lever's Lux soap (via J. Walter Thompson Co.) featuring U-I contract players, plus individual commercials for Curtis Pub. Co.'s *Ladies Home Journal* and the Adam Hat Co.

• Pieced together the filmed segments of General Electric Co.-sponsored *Celebrity Time* and Gulf Oil Co.-sponsored *We, The People,* both early network entries.

Looking back to U-I's first tv ventures, Mr. Gluck noted recently that "we must have seemed awfully amateurish. We walked into television almost blindfolded."

These days UI-TV—having been spun off from UWF in May 1956 for apparent tax reasons and assigned to Universal Pictures Corp., the parent company—is in television with the blindfold off. Where once its officials had to beg and cajole for space and equipment, nowadays they have considerable stature on the lot. Soundstage No. 9—roughly the size of Madison Square Garden—is a permanent UI-TV hunting ground. Additionally, while not as much in the packaging-syndication business as its rivals, e.g., MGM-TV with *The Thin Man,* Warner Bros. with *Cheyenne* and *Maverick,* UI-TV does produce network shows. The most recent example: ABC-TV's *The Woody Woodpecker Show* which Kellogg Co. began sponsoring Thursday afternoons at 5-5:30 p.m. Oct. 3. The *Woodpecker* program consists of Walter Lantz theatrical cartoons, a special tv script and commercials for the cereal maker—all UI-TV produced.

While not the biggest tv film commercial producer in the business, UI-TV is the first major Hollywood studio to have recognized not only the inevitability of having to live with tv and like it—but also to do something about it. It also holds the record as the most active of the Hollywood "majors" in the filming of tv commercials. Furthermore, while its new rivals—MGM-TV and Warner Bros.—are still only taking orders of no more than 25 per series, UI-TV—because of its vastness—can and does readily tackle orders of 5 to 52 units per series. For Coca-Cola Co., it recently completed a series of 32 films; for DeSoto, 36; for Pepsi-Cola Co., 33, and for Schick Inc. 12 films.

Though UI-TV officials won't disclose the division's earnings, it can safely be said that gross on commercials (excluding income on industrial films for such blue-chip advertisers as Campbell Soup Co. and U. S. Steel Corp.) probably will be well in excess of $3 million by the end of the year. Industrials reportedly will account for another $450,000 this year. Ten years ago, when the television division began business under the banner of United World Films, its income was said to be no more than $40,000.

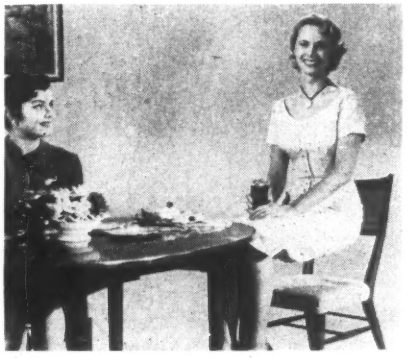
Over the past decade, UI-TV's philosophy has been that "an agency's worst commodity is a poor commercial." While not every commercial of its making is an award-winner, the firm feels it can offer an advertiser and his agency something none of its competitors—Cascade, Warner's, Van Praag, MPO, Filmways, Elliot Unger & Elliot, Sarra, Transfilm—can: namely, an unblem-

NOW YOU SEE IT . . . NOW YOU DON'T

The "gimmick" that makes Topper's friends disappear into thin air—a rather elaborate, tricky and detailed photo-process called "matting"—has been applied successfully to a series of brand-new Coca-Cola commercials that now are being placed cooperatively throughout the country by Coke and its franchised local bottlers.

Producing these spots for McCann-Erickson, Coke's agency, was Universal-International Studios' tv department which processed the 40-print, $50,000 order over a period of eight weeks. Shooting the film was "relatively easy," notes a U-I official. "It was the technical work that took us so long." In order to allow the girl in the series actually to appear to be rising in mid-air and to permit the "invisible" pouring of the amber elixir some inches above the table with nary a finger showing, several "takes" had to be effected which were then superimposed on top of one another.

Using the girl rising from her chair as an example (below), this is how the matting process works. First the girl is shot sitting in the chair; then the chair and all other background are drawn out with a paint brush, leaving just the figure of the girl. The figure is then moved up one frame at a time so that when it is reeled off, she seems to be rising. This image is then shot against the background. Result: the type of visual trickery that is shown in both pictures.



Coke adds its own bright lift to life . . .

Unique way to serve 'unique' beverage

talk about

IMPACT...!

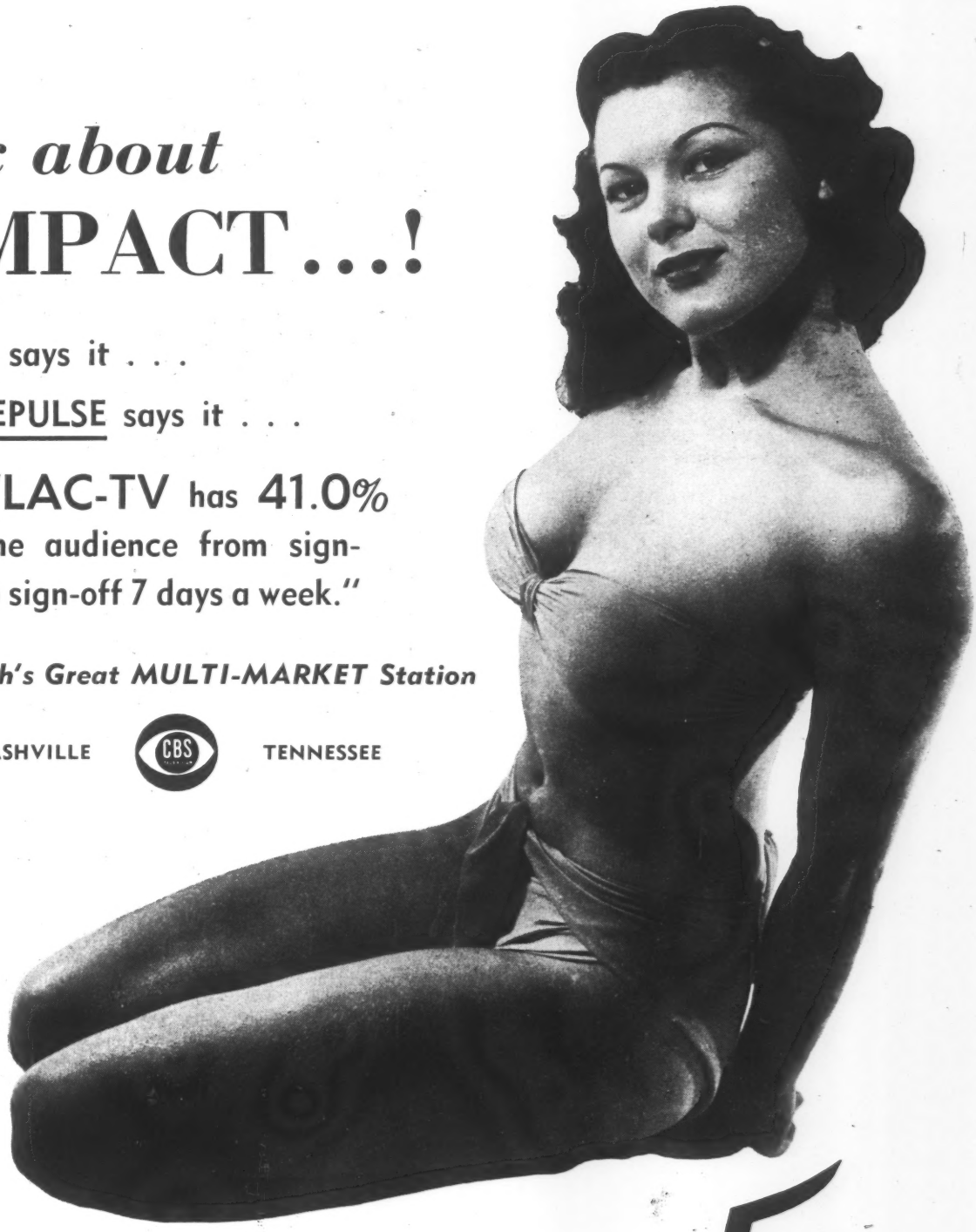
ARB says it . . .

TELEPULSE says it . . .

"WLAC-TV has 41.0% of the audience from sign-on to sign-off 7 days a week."

The South's Great MULTI-MARKET Station

NASHVILLE CBS TENNESSEE



WLAC-TV 5

BLUE CHIP SCORE CARD

Though UI-TV has been producing commercials since 1947, it did not really begin keeping "score" until seven years ago. Here, year-by-year, is a partial "growth-record" of blue-chip advertisers and agencies:

• 1950: Eastman Kodak Co. (J. Walter Thompson); Bymart-Tintair (Cecil & Presbrey, now defunct).

• 1951: Ford Motor Co. (Kenyon & Eckhardt); Motorola (Ruthrauff & Ryan); Lustre Creme Shampoo (Lennen & Newell); Bulova Watch Co. (Biow Adv., now defunct); Garrett & Co. wines (R&R).

• 1952: Jos. Schlitz Brewing Co. (L&N); E. & J. Gallo Winery (Biow); Philip Morris Co. (Biow); Anheuser-Busch Brewing Co. (D'Arcy); Coca-Cola Co. (D'Arcy); R. J. Reynolds Co. (William Esty Co.); Chrysler Corp.'s DeSoto, Plymouth Divs. (BBDO); General Tire & Rubber Co. (D'Arcy).

• 1953: U. S. Air Force (Dancer-Fitzgerald-Sample); Lever Bros.' Surf (BBDO); Pepsi-Cola Co. (Biow); B. F. Goodrich Tire Co. (BBDO).

• 1954: Kaiser Steel Co. (direct); Jacob Ruppert Brewery (Biow); Procter & Gamble Co.'s Joy and Fluffo (Biow); Pan-American Coffee Bureau (Cunningham & Walsh); Sunshine Biscuit Co. (C&W).

• 1955: Toni Co. (Leo Burnett); Associated Products Co. (Grey Adv.); Lever Bros.' Lux (JWT); E. I. DuPont de Nemours (BBDO); Campbell Soup Co. (BBDO); Kellogg Co. (Burnett); Maytag (Burnett); General Electric Co. (BBDO); Olin Mathieson Chemical Co. (D'Arcy); American Stock Exchange (direct); Studebaker-Packard Corp. (Benton & Bowles); Continental Oil Co. (B&B); Scott Paper Co. (JWT); Falstaff Brewing Co. (D-F-S); Minnesota Mining & Mfg. Co. (BBDO).

• 1956: Liggett & Myers Tobacco Co. (C&W); Pabst Brewing Co. (Burnett); Procter & Gamble Co. (Burnett); Colgate-Palmolive Co. (L&N); Procter & Gamble (B&B); Richard Hudnut Div., Warner-Lambert Pharmaceutical Co. (BBDO); RCA Victor (K&E); Pillsbury Mills (Burnett); General Motors Corp. Chevrolet Div. (Campbell-Ewald); Anderson-Clayton Foods (D'Arcy); Ronson Co. (Norman, Craig & Kummel); Langendorf Bakeries (Compton Adv.); Foremost Dairies (BBDO); Philip Morris' Parliaments (B&B); P. Lorillard Co. (L&N); U. S. Steel Corp. (BBDO); Narragansett Brewing Co. (C&W); Ford Co. Mercury Div. (K&E); Burgermeister Brewery (BBDO).

• 1957: American Tobacco Co. (BBDO); Lorillard's Kent (Young & Rubicam); Union Oil Co. (Y&R); Delco Div., GMC (Campbell-Ewald); Chrysler Corp. (Grant); Beechnut-Lifesaver Corp. (Y&R); Schick Inc. (B&B); S. C. Johnson's Wax (B&B).

While from outward appearances, the above record might indicate that UI-TV's year-by-year record was one of gains and dips, only "new" advertisers are listed. The fact is that most advertisers and agencies signed by the studio as clients as far back as 1948 are still regularly serviced by the studio. For instance, where DuPont initially assigned the studio to do a 30-second anti-freeze spot, UI-TV this year did a series of three-minute commercials for DuPont's CBS-TV specials.

Its bulk-order specialty has kept its agency-list limited to "the big ones." Most consistent users of UI-TV are B&B, BBDO, K&E and JWT.

ished 10-year track record, all the experience gathered over a 50-year period of movie making, unlimited use of sets, locations, props and a "gimmick department."

This is the department that tackled—without batting an eyelash—DeSoto's request last year for a ballet sequence of 10 automobiles from 180 ft. up. UI-TV sales manager Al Mendelsohn recalls: ". . . a plane couldn't have hovered long enough nor could we get a helicopter to hang still long enough. But we took it, as ordered, 180 ft. up in the sky." Other than saying that the staff built a 180-ft. high tower, Mr. Mendelsohn would not detail this "trade secret." Some of the firm's techniques are not in the realm of "classified material," since from time to time the studio's engineers work hand-in-glove with the Motion Picture Research Council, thus are obliged to share the secrets with other Hollywood studios. Among these techniques: an instantaneous matting process which eliminates, to all intent and purpose, weeks of having to align fore and background shots; a follow-focus lens which allows camera crews to move in from a long pan to a close-up without having to dolly, and a rheostatic automatic spotlighting device that triggers lights as a camera passes overhead.

Last season, the audience for CBS-TV's *Cinderella* special with Julie Andrews was exposed to a 90-second commercial on behalf of Pepsi-Cola Co. which made history. It was the first filmed commercial shot in continuous action, that is, without a single interruption or break. The "gimmick": UI-TV built sets adjacent to one another, employed twin-sister models. As set No. 1 was filmed with Model "A," her sister would hastily change costuming and hop to set No. 2, and so on. What viewers *thought* they saw: the same girl throughout. Kenyon & Eckhardt officials thought so highly of UI-TV's work that they assigned the studio a "repeat" for the Mary Martin *Annie Get Your Gun* special on NBC-TV.

AT ***regular Monday morning U-I staff meetings, tv commercial production plans and schedules get equal billing with a $2 million film project. Since no tv commercial job can do without the services of all U-I departments, the advertiser is assured of the full "Hollywood" treatment.***

Property-wise, sets and "streets" on Universal's 400-acre lot have a net worth of $5 million. Advertisers, should they desire, can make use of an actual 40-ft. waterfall, a jungle, a Virginia mansion and even a complete New England town. Some 15,000 set units (that is, complete flats and props) are stored in two large hangars and the $1.5 million worth of props—some 100,000 ranging from a dainty teacup to a two-ton truck—can be made available instantaneously through the aid of an elaborate cross-indexed filing system.

After 10 years of actively producing commercials, UI-TV thinks it can determine when to do a commercial and when not to. This is not to say that the studio is choosy about its clientele, but if it feels that the time allowed it by an agency will result in a fast but poor job, it will reject the business. Recently, because of a deadline situation, the studio turned down an intricate project of a major bottling company, lost a possible $160,000 order. "It's all too easy to take on a job for the sake of the job," asserts Mr. Gluck, "but you just don't fashion a mold and from this stamp your commercials. Each job is custom-tailored."

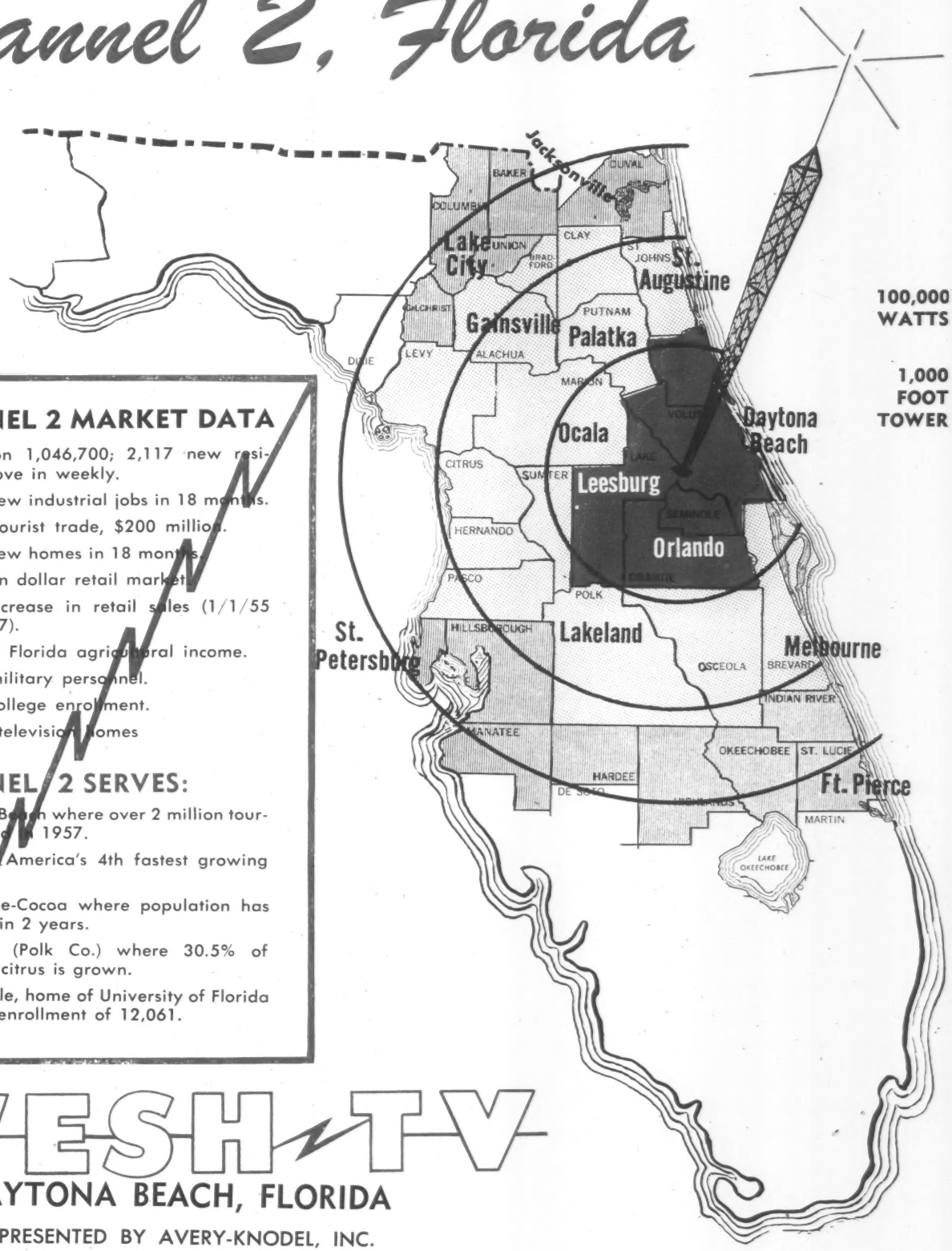
Of interest is the fact that 99% of its

ONE OF AMERICA'S

FASTEST GROWING MARKETS!

Channel 2, Florida

NBC



CHANNEL 2 MARKET DATA

- Population 1,046,700; 2,117 new residents move in weekly.
- 13,093 new industrial jobs in 18 months.
- Annual tourist trade, $200 million.
- 13,358 new homes in 18 months.
- 1.8 billion dollar retail market.
- 95.9% increase in retail sales (1/1/55 to 7/1/57).
- 54.6% of Florida agricultural income.
- 43,878 military personnel.
- 17,793 college enrollment.
- 181,588 television homes

CHANNEL 2 SERVES:

- Daytona Beach where over 2 million tourists visited in 1957.
- Orlando, America's 4th fastest growing market.
- Melbourne-Cocoa where population has doubled in 2 years.
- Lakeland (Polk Co.) where 30.5% of Florida's citrus is grown.
- Gainesville, home of University of Florida with an enrollment of 12,061.

WESH-TV

DAYTONA BEACH, FLORIDA

REPRESENTED BY AVERY-KNODEL, INC.

turnout is shot in 35 mm. "We look at our commercials in the same way our colleagues look at their feature films," adds Mr. Gluck, "and feature films are easier to make because you don't have to be quite so exacting." In a feature film, he points out, the producer has an average of 90 minutes in which to project the writer's ideas; in tv, the producer has, at most, 60 seconds. "The problem," declares a studio official, "is to first get on film and then ultimately onto the tv tube in the viewer's home all the glamor, appeal and tinsel with which the product has been presented in the slick magazines."

Making things difficult nowadays is the problem of color. Not long ago, one of UI-TV's faithful clients, Campbell Soup Co., asked for a sales promotion film for one of its new soups. "We just don't want any old red," Campbell officials said, "we want Campbell's red." This situation, reduced to the 262 sq. inches of a tv set, can slow up work to some extent. Color tv clientele includes DuPont, Chrysler Corp., RCA, Philip Morris and Coca-Cola Co.

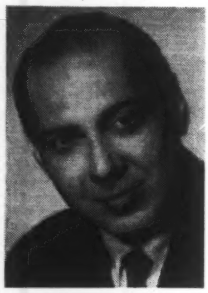
Though on paper UI-TV's business falls into two distinct spheres of operations—"business" out of U-I New York headquarters, "production" in Universal City—tied together by reams of Teleprinter paper, telegrams and long-distance phone lines, a fair amount of production is done in the East. Most of this production, however, consists of "location jobs."

Coordination between New York and Hollywood is extremely tight. An advertiser submitting his specific script and commercial requirements to the New York office will not be quoted UI-TV's price until the Hollywood office has appraised the job. Should the advertiser want his agency to be "on the job," UI-TV will invite the agency producer out to the Coast. Each specific job is supervised by Mr. Bole, his assistant Joe Swavely and studio production vice president Ed Muhl.

Of UI-TV's future, Mr. Gluck has but one thing to say: "More and better commercials."

Ackerman Joins Screen Gems As Production Vice President

Appointment of Harry Ackerman, formerly vice president in charge of programming for CBS-TV Hollywood, as vice president in charge of production for Screen Gems Inc., was announced last week by Irving Briskin, production executive of Screen Gems. Mr. Ackerman will assume his new duties Feb. 3.



MR. ACKERMAN

Mr. Ackerman, who had been associated with CBS-TV since 1948 in various production executive capacities, left the network about a year ago to form his own company, Ticonderoga Productions. As part of his arrangement with Screen Gems, Mr. Ackerman will move Ticonderoga Productions into the Screen Gems structure, and he will operate with SG under a co-production plan.

Schulke Succeeds Osgood In Paramount Sunset Post

James A. Schulke, who joined Paramount Pictures Corp. several weeks ago to assist in the development of the company's tv activities, has been elected vice president and general manager of Paramount Sunset Corp., Paramount tv subsidiary.

He succeeds Stanton Osgood, who asked to be relieved of the general managership of the Paramount Sunset lot to go into independent radio station operation. Mr. Osgood said he is considering a number of western radio stations and expects to have completed his purchase arrangements in about 30 days.

Mr. Schulke, noting that the Sunset studios purchased from Warner Bros. three years ago have been modernized and re-equipped at considerable expense for efficient and rapid production of theatrical and video films, said that Paramount Sunset has been considering offering aid in production of pilot films and series to networks, established syndicators and successful tv producers. There are no plans for Paramount Sunset to produce its own tv film series, he said.

Before joining Paramount, Mr. Schulke was affiliated with James L. Saphier Agency, Rosenberg-Coryell Agency (both talent agencies), and was radio-tv account planning manager of Young & Rubicam.

SPG Asks Group Action to Block Sale of Post-'48 Movies to Tv

Rallying the motion picture guilds and theatre operators to form a united front to block the sale of post-1948 theatrical motion pictures for use on tv, Screen Producers Guild is sponsoring a dinner conference to be held Thursday at Romanoff's in Beverly Hills, Calif. Leaders of Screen Actors Guild, Screen Directors Guild and Screen Writers Guild have been invited to join those of SPG, as well as a number of prominent members of Theatre Owners of America.

The TOA invitation list includes such names as Leonard Goldenson, president of American Broadcasting-Paramount Theatres, which owns the ABC-TV Network and the ABN Radio Network as well as the nationwide chain of Paramount Theatres, and Mitchell Wolfson, president of Wolfson-Meyer Corp., which owns WTVJ (TV) Miami, Fla., a 20% interest in WFGA-TV Jacksonville, Fla., and controlling interest of WMTV (TV) Madison, Wis., as well as a Florida theatre chain.

In announcing the meeting, Samuel G. Engel, SPG president, said his group will urge immediate and definite action by the four guilds and the theatre association to outlaw the release of theatrical motion pictures made after 1948 to television.

Prudential Makes Loan to C&C Tv

C & C Television Corp., New York, announced last week that the Prudential Insurance Co. of America has advanced the film company $3 million with which to make the final payment to RKO Teleradio Pictures Inc. for the purchase of the RKO motion picture library. The RKO library was acquired by C & C Television in December 1955 for $15.2 million and the films currently are being presented on more than 100 tv stations throughout the country by means of a barter transaction with International Latex Corp.

in Washington, WRC is the speaker of the house

EVERY NIGHT OF THE WEEK!

It's another big win for WRC in the nation's Capital. The latest Nielsen* proves WRC is the Number One Radio Station from 6 pm to midnight every night of the week! And the lead is impressive:

FOR THE ENTIRE WEEK, SUNDAY THROUGH SATURDAY, WRC'S AVERAGE NIGHTTIME QUARTER-HOUR RATING IS A SWEEPING 54% GREATER THAN THE SECOND STATION'S!

Ask now about expanding your evening schedule on WRC. And ask, too, for details of the important new Pulse study that proves there is no difference in the quality of nighttime and morning radio audiences. Your NBC Spot Sales representative is the man to see!

WRC • 980 WASHINGTON, D. C. SOLD BY NBC SPOT SALES

**NSI Report—Washington, D.C., Area—October-November, 1957*

'VICTORY' STILL GOING STRONG

- **NBC-TV Films' World War II Navy series still tops in ratings**
- **First on network, it later ran in 125 markets, is now in 53**

"Sales still roll in and ratings roll up. In New York the series has been running for years and the rating is going up."

So reports NBC Television Films on the tv film series, *Victory at Sea,* created several years ago, commissioned by NBC-TV in 1951, aired on the network in the 1952-53 season and syndicated since May 1953.

NBC Television Films (a division of NBC's subsidiary California National Productions) is not quite certain as to the reason for the series' consistent success: "We don't know—maybe because it's a good show."

That may be a very good guess. Apparently local and regional advertisers across the country think so; they have bought the series for exposure in 125 markets since *Victory* was offered for sale (and it was sold to stations in another 45 markets).

Victory at Sea has 26 half-hour episodes. It was filmed expressly for television and shown initially on NBC-TV (starting Oct. 26, 1952). It covers the history of naval operations during World War II from the dark days after September 1939 when Hitler's U-boats preyed on Allied shipping in the Atlantic to the final defeat of the Axis in the Pacific. Its 61,815 feet of film were culled from an original source of 60 million feet—a source that included the files of 10 governments and 26 agencies.

This is the unusual "track record" of *Victory:*

• Produced at a cost of $600,000 (not a modest sum when seen in the light of tv costs in 1951-52 compared to the higher costs of today), the film series' returns have more than exceeded the investments plus the cost of distribution.

• The series was released a couple of years ago by United Artists as a motion picture—the episodes were compressed into the running time of a full-length feature—but didn't do too well in theatres; the soundtrack of the Richard Rodgers score (composed especially for the series) was offered in record form in 1953 by RCA Victor and became a best seller (it's still on the market), and now Doubleday & Co. is planning to publish *Victory at Sea* in book form, probably next fall. It will be based on the series, will follow the outline of the theatrical feature and will contain about 300 official photographs from Allied and Axis records.

• At the outset, *Victory* was unusual. Although it was placed on the network sustaining, the series at the same time was aired in three other lands: Canada, Great Britain and Cuba.

• Victory earned 10 awards, including Sylvania's Grand Award for Tv, the Freedoms Foundation George Washington Medal, a George Foster Peabody Special Award, Christopher Award for "outstanding achievement" and an "Emmy" from the Academy of Television Arts & Sciences.

That is the background. But currently, *Victory* is chalking up still more statistics. The series is on the air in 53 markets. In New York and in Los Angeles, *Victory* is in its seventh syndication run—eighth exposure, including the network telecast. The series is in its fourth run on KHJ-TV Los Angeles, starting on that station at the beginning of 1956; and for two years it has been in the same time period on WPIX (TV) New York, where it began on that station in October 1955 (Sundays, 7:30-8 p.m. with an American Research Bureau average of 6.1).

Which sponsors have been responding to *Victory?* According to a compilation just completed at NBC Television Films, banks and utilities together accounted for 25% (banks 17% and utilities 8%); automobile, oil and hardware advertisers combined were responsible for 35% of series sponsorships (auto 18%, oil 9% and hardware—includes building supplies—8%); electrical appliances 10%; clothing and department stores 7%; food advertisers and food stores 6%; breweries 6%, and other categories 11%.

NBC notes also that major life insurance companies and real estate brokers (the film division calls them "rare entrants in syndication sponsorship") were among sponsors of *Victory*—and one of the most "unusual" was the American Federation of Labor Carpenters Local 1780 (on KLAS-TV Las Vegas). A partial list of sponsors shows Mutual Savings Bank of Boston, Bank of Greenwoods (Augusta, Ga.), Household Finance in various cities, First National Bank of Bluefield (W. Va.), Illinois Bell Telephone in Chicago, Standard Federal Savings & Loan Assn. in Detroit, Montana Physicians' Service in Great Falls, Washington Water Power in Spokane, Madison (Wis.) Gas & Electric and Western Savings & Loan Assn. in Salt Lake City.

Richfield Oil Co. has been a big regional backer of the series. Other "institutionals" were Blue Cross at Harrisburg, Pa., the Mississippi Power & Light at Jackson, Lincoln Income Life Insurance Co. in Louisville and General Electric in Pittsfield, Mass. Well-known national advertisers have been active with the series: R. J. Reynolds Co. is the advertiser on WPIX in New York and Miles Labs (Alka Seltzer) in San Francisco on KRON (TV).

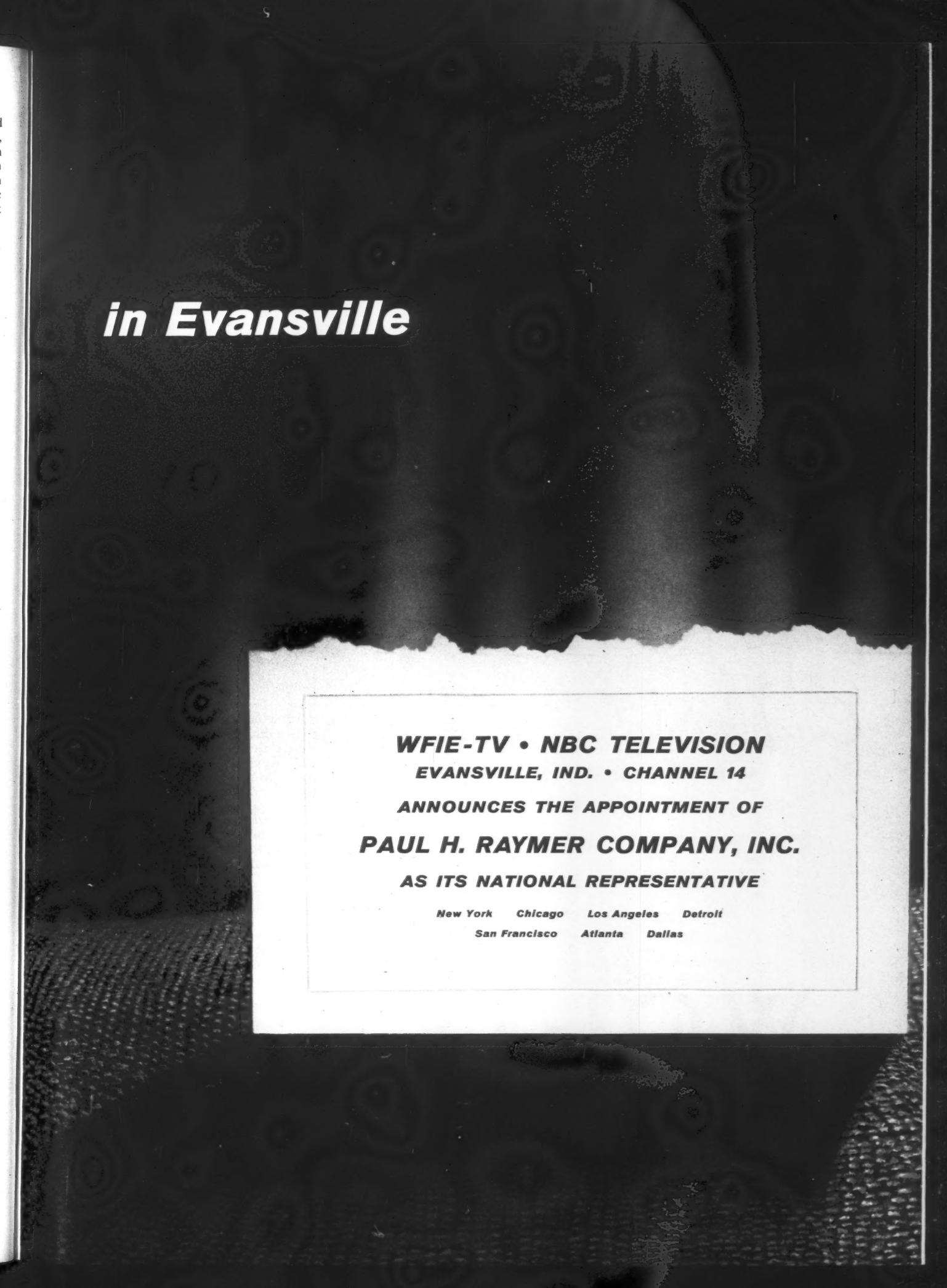
Writer-producer of *Victory* was Henry Salomon, a naval historian, who conceived the series commissioned by NBC in January 1951. As an ensign, Mr. Salomon produced *The Victory Hour,* a Navy-sponsored network radio series. Later he served in the Atlantic and the Pacific taking part in six landings in major combat operations. As a naval historian he was twice decorated by the Secretary of the Navy. Mr. Salomon headed a special NBC unit to film the series that actually was a prototype of the *Project XX* series since produced on NBC-TV by him.

Mr. Rodgers wrote the musical score—the music arranged by Robert Russell Bennet, who conducted the former NBC Symphony for the series' soundtrack.

Robert W. Sarnoff, now NBC's president, was director of NBC unit productions when he was first approached (in 1950) by Mr. Salomon with his idea for the show.

Messrs. Sarnoff, Rodgers and Salomon won U. S. Navy Distinguished Service Awards for the series.

As the series continues in more than 50 markets, this conclusion is obvious: *Victory* is not yet played out. Already assured: a revenue double the investment.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WFIE-TV • NBC TELEVISION
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PAUL H. RAYMER COMPANY, INC.
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WOI-TV

CHANNEL 5

AMES—DES MOINES, IOWA
Robert C. Mulhall, General Manager

NTA Film Network Names Schmid As V. P. for Station Relations

Robert A. Schmid, formerly vice president of RKO Teleradio Pictures Inc., last week was named to the newly-created post of vice president for station relations for the NTA Film Network. Mr. Schmid had been associated for more than 20 years with MBS and its parent company, RKO Teleradio Pictures, until the network's sale five months ago. At Mutual, he had been administrative vice president over sales, programs and advertising; vice president in charge of station relations, and vice president in charge of advertising, public relations and research. Earlier he had been with CBS and Young & Rubicam.

MR. SCHMID

In announcing Mr. Schmid's appointment, Ely A. Landau, chairman of the board of NTA, said the move was in line with expansion plans of the company, covering the film network, owned and operated stations and syndicated shows.

AAP Announces New Sales Plan For Its Warner Bros. Features

Associated Artists Productions is announcing today (Monday) a new sales plan for the Warner Bros. features it distributes.

As described to AAP's sales staff in an annual general sales meeting last Thursday and Friday at the Commodore Hotel in New York:

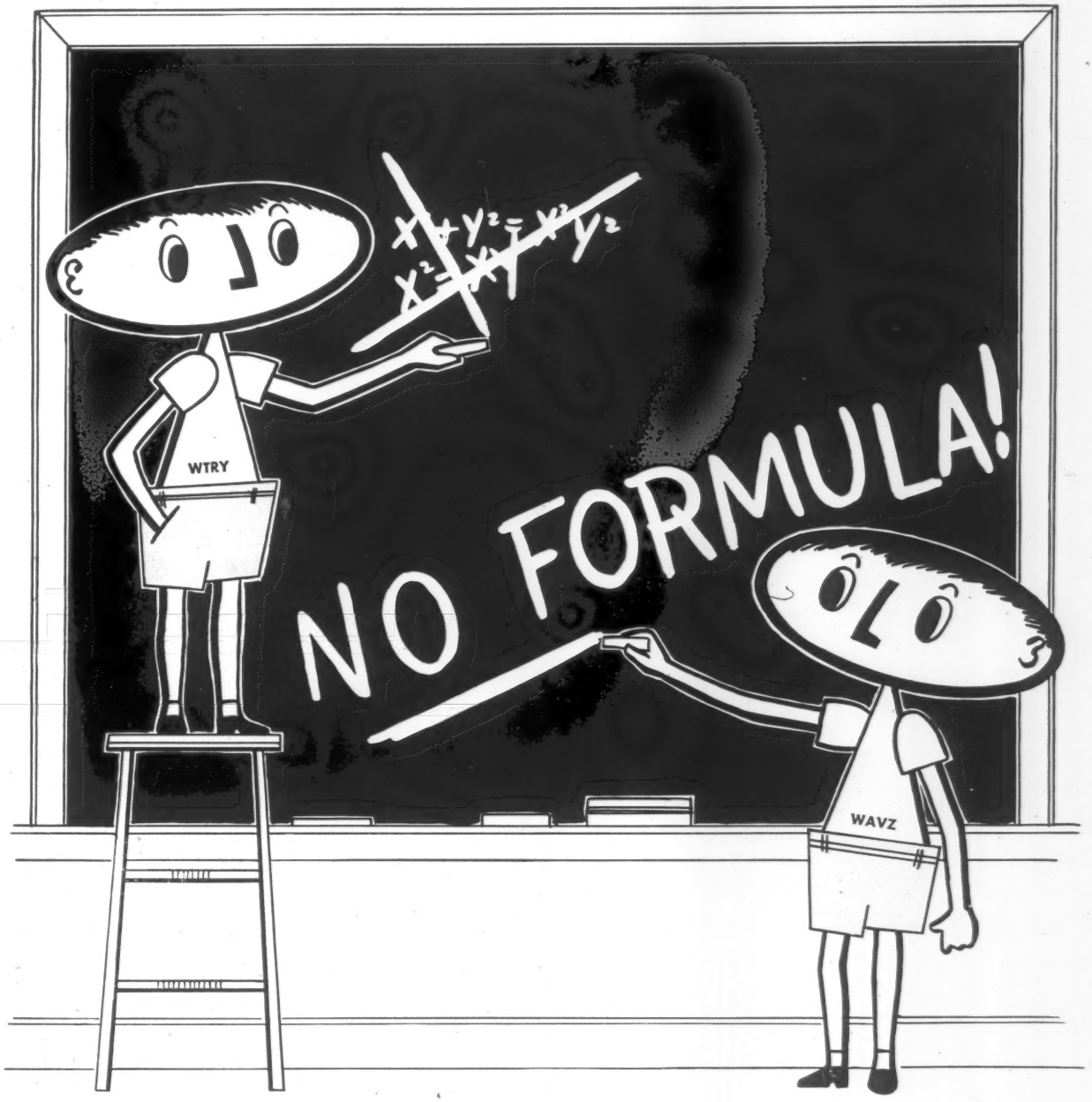
More than 200 titles have been eliminated from those being distributed. (AAP acquired more than 800 Warner Bros. features originally in July 1956.) The remainder has been placed in groups of 52 titles for release at intervals during the next few years. The first of the 52 groups (called "Vanguard") is being released at once. Running time of each picture averages 90 minutes.

According to W. Robert Rich, AAP's general sales manager, who conducted the meeting:

"This sales plan is actually the result of requests made to us during the past year by station owners. We have taken the initiative among distributors in giving the stations what they want: smaller groups, all top-drawer pictures, and spaced out so that stations can have the pick of the . . . Warner Bros. library without being committed to large total-library investments."

The fact that AAP had begun withdrawing many of its Warner features and certain Warner Bros. cartoons was reported as early as last November [CLOSED CIRCUIT, Nov. 4, 1957].

At that time, the distributor said it had called back only those films (in about 30 major markets) for which stations have expressed no immediate interest. AAP also was understood to have felt that if product was held back for a year or more, the features may be worth more in time because of pay television or other new developments.



Just Good Radio . . .

geared to the specific tastes, needs, and interests of each community

Representatives: **WTRY**
John Blair & Co.

WAVZ
National: Hollingbery Co.
New England: Kettell-Carter

24 HOURS A DAY

WTRY WAVZ

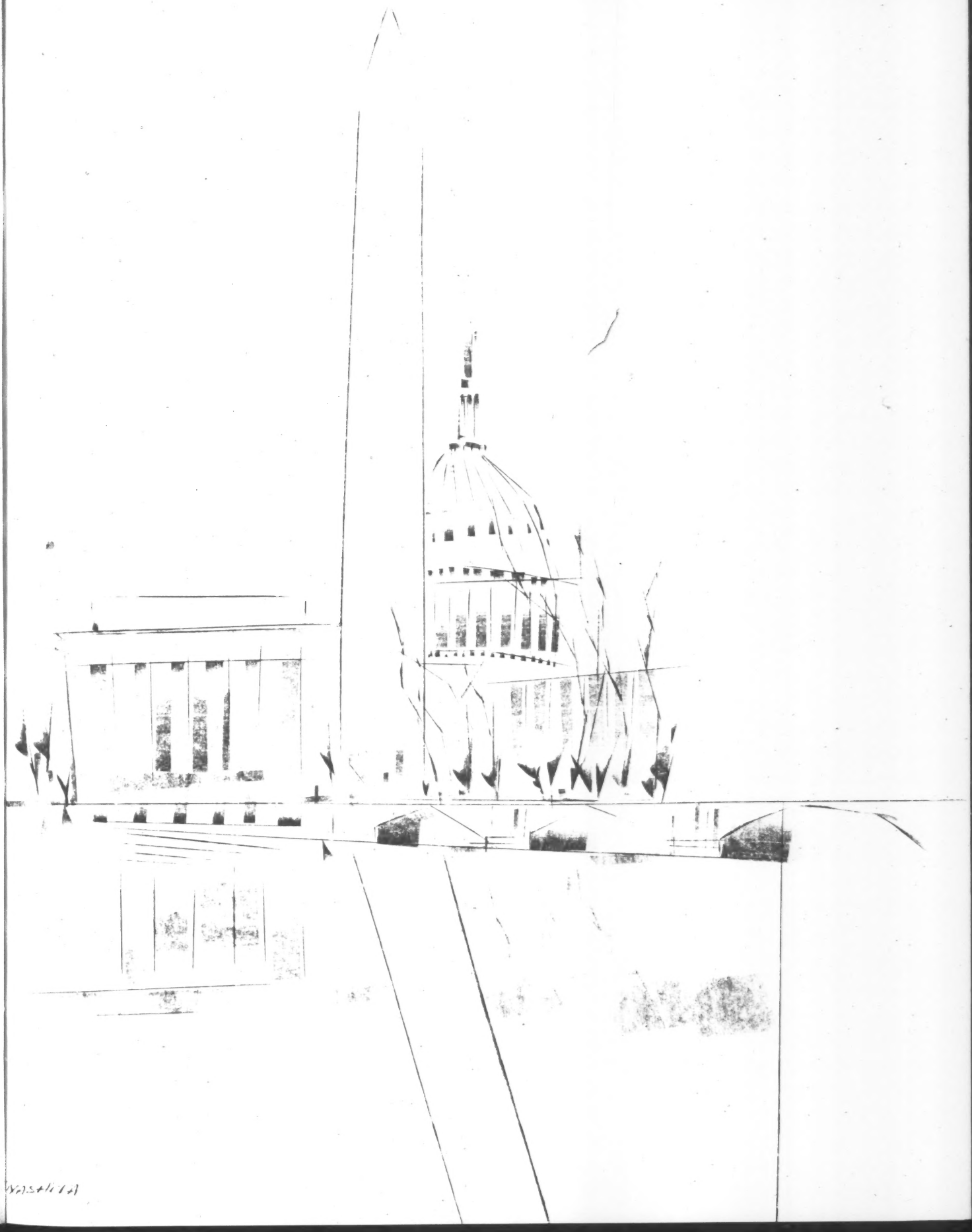
ALBANY, SCHENECTADY, TROY, NEW YORK
NEW HAVEN, CONN.

Daniel W. Kops, President • Richard J. Monahan, Vice President and National Advertising Manager

PANORAMA POTOMAC :

one of a series of impressions
of Washington by T. Miyashita
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



PANORAMA POTOMAC

by T. Miyashita
Sixth of a series of impressions of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

Selectivision Plans to Test Wired-On Air Toll Tv System

Selectivision Inc., New York, last week disclosed plans to place into trial operation in Queens, N. Y., tomorrow (Tuesday) a new method of combined wired and "over-the-air" pay tv which enlists the support of theatre owners. The test involves promotion for pay-tv but does not supply any actual program material.

Bernard L. Goldenberg, assistant to the president of Selectivision, said his company has installed a Hallamore "one-man" studio near the Elmwood Theatre in Queens. The studio is connected via coaxial cable to the master antennas of 20 nearby apartment houses, from which miniature transmitters send the signal received via the wire onto the antennas.

During the next month, Mr. Goldenberg said, all apartments having tv sets will receive a special, continuous announcement either on ch. 3 or 10—not utilized in New York—for over-the-air programming. A film will show viewers what pay tv is, "excerpts" of programs they can expect to get and what a scrambled picture would look like on their screens. No charge is involved in the test.

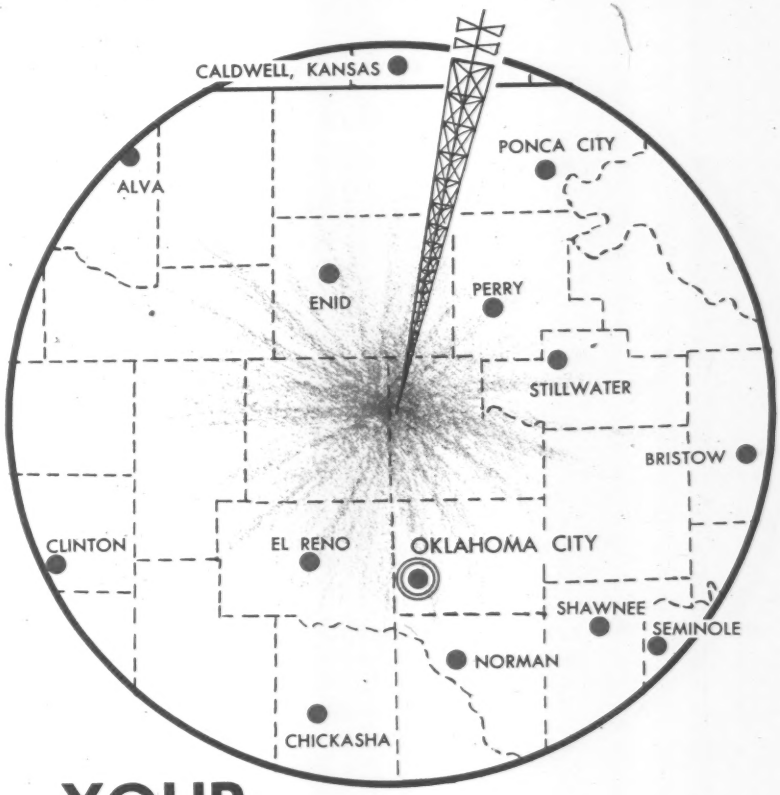
Mr. Goldenberg first unveiled Selectivision's pay tv plan at a meeting of the Theatre Owners of America in Miami last November [PROGRAM SERVICES, Nov. 25] and said at that time the pay tv system would "wed" tv with the theatre business. Last week, J. M. Hamilton, president of Selectivision, redoubled his efforts to enlist theatre operators behind this project when he spoke before a closed meeting in New York of the Independent Theatre Owners Assn. He reiterated that under Selectivision's plan, theatre exhibitors would share on a 50-50 basis with the company all the profits from the showing of both film and live shows. Selectivision, he said, would install all equipment necessary for the operation of the system via closed circuit and would use the neighborhood motion picture theatre as the programming center.

Mr. Hamilton also told ITOA that Selectivision has become the largest single stockholder in Bryg Inc., developer of a new system of color tv, which "eliminates both the need for color film to telecast in color and the relatively large expenditures required to run a color tv station. Black-and-white film is used instead of color film for broadcasting under this system, but Mr. Hamilton did not elaborate on the procedure used.

'Tv Guide' Tops Circulation High

TV Guide last week broke the circulation record it had set just the week before. Sales of its Jan. 4 issue totaled 6,293,659, the magazine reported. The record-breaking figure was an increase of 214,963 copies over circulation for the magazine's first six-million-plus issue Dec. 28. Of the magazine's 50 regional editions, 39 set circulation marks with the issue. The sales high was almost one million copies greater than *TV Guide's* advertising guarantee.

MORE UNDUPLICATED COVERAGE
THAN ANY OTHER TV STATION



YOUR
BEST COST-PER-THOUSAND
BUY IN OKLAHOMA

5 KGEO-TV

EXCLUSIVE NBC FOR OKLAHOMA CITY
100,000 W. • 1,386 FT. ABOVE AVERAGE TERRAIN
CHARLIE KEYS, SALES MANAGER

REPRESENTED BY BLAIR Television ASSOCIATES INC.

MEETING AT A SCENE OF TROUBLE

- **CBS-TV affiliates gather in Washington today**
- **Barrow network report will dominate discussions**
- **Nixon, Lyndon Johnson will address conference**

More than 350 executives from CBS-TV and affiliated stations will attend the fourth general conference of the CBS Television Affiliates Assn. in Washington today (Monday) and tomorrow at the Shoreham Hotel with the Barrow Network Study Report expected to be high on the agenda [CLOSED CIRCUIT, Jan. 6; LEAD STORY, Oct. 7, 1957]. As of last Wednesday, the pre-registration count showed that 172 affiliates would be represented.

Monday morning's session will feature a keynote address by CBS Inc. President Frank Stanton, followed by Richard S. Salant, vice president of CBS Inc. Opening remarks also will be made by C. Howard Lane, vice president and managing director of KOIN-TV Portland, Ore., and chairman of the affiliates' association, and by Merle S. Jones, president of CBS-TV.

Honor guest for Monday's luncheon will be Vice President Richard Nixon. Monday afternoon speakers will include William B. Lodge, CBS Inc. vice president of station relations and engineering; P. A. Sugg, executive vice president, WVTV (TV) Tampa, Fla.; Sig Mickelson, CBS Inc. vice president in charge of CBS News; E. K. Jett, vice president and director of television, WMAR-TV Baltimore; John P. Cowden, CBS-TV operations director of advertising and sales promotion; W. D. Rogers, president, KDUB-TV Lubbock, Tex., and Norman Knight, executive vice president and general manager, WNAC-TV Boston. An all-star entertainment banquet is planned Monday evening at the Sheraton-Park Hotel. Guests will include members of the FCC, the U. S. House and Senate.

Entertainers to perform at the Monday banquet will include Art Linkletter, Phil Silvers and others from the cast of the

MR. JONES

MR. LANE

Phil Silvers Show, Patti Page and singers from the *Big Record*, Danny Thomas, the June Taylor dancers and a 25-piece orchestra conducted by Hank Sylvern.

The Tuesday morning session will include talks by Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs; F. Van Konynenburg, executive vice president and general manager, WCCO-TV Minneapolis; William H. Hylan, CBS-TV vice president in charge of sales administration; Paul Adanti, vice president and general manager, WHEN-TV Syracuse, and Frank Fogarty, vice president and general manager, WOW-TV Omaha. Just prior to luncheon, a closed session for affiliates will be conducted by Mr. Lane.

Honor guest at the Tuesday luncheon will be Sen. Lyndon B. Johnson (D-Tex.), Senate majority leader. Tuesday afternoon's session will be addressed by Mr. Salant; Tom Chauncey, president and general manager, KOOL-TV Phoenix; Edmund C. Bunker, network vice president and director of station relations, and John Hayes, president, WTOP-TV Washington. A panel discussion with questions from the floor will conclude the conference.

NBC RADIO SALES UP 41%; NEW TV HIGH

- **Other records set in 1957**
- **Report lists achievements**

NBC-TV's gross billings in 1957 were "the highest in its history" and NBC Radio's gross sales exceeded those of 1956 by 41%, according to a year-end review of activities released today (Monday).

By year's end, the television network had attained the highest level of sponsored time in its history, the report said, with December totals reaching the all-time peak of 56½ hours per week. Other major sales achievements were said to be "a virtual sell-out" of the tv network's 1957-58 evening schedule; a substantial gain in daytime sales, jumping 38% over 1956; and an almost 100% increase in the sale of "special programs" as compared with 1956.

A record number of 210 advertisers bought time on NBC-TV during 1957, the report stated, including 32 first-advertisers such as Timken, Howard Johnson, Libby-Owens-Ford, Gossard, Park & Tilford, Royal McBee, Slenderella and John Hancock. Of the 115 advertisers on NBC-TV's participating programs, 25 were said to be newcomers to the medium.

High among the programming achievements of 1957 were NBC-TV's plans for telecasting 100 "specials" during the 1957-58 season. Those already presented by the network include *Annie Get Your Gun, Green Pastures, General Motors 50th Anniversary Show, Romeo and Juliet, Pinocchio, The Pied Piper of Hamelin* and others.

NBC-TV continued to spearhead color tv during the year, the report said, by adding eight new shows to its regular color schedule. By the end of 1957, 152 NBC affiliates were equipped to transmit network-originated color programs, thus placing color within reach of 96.9% of all tv homes.

The year-end review noted that last November Robert W. Sarnoff, NBC president, announced the network would launch "the era of magnetic tape television" next April, embracing color and black and white tv. At the time, Mr. Sarnoff stated this development would "signal the end of the kinescope and lenticular film era."

NBC-TV's Program Extension Plan (PEP) completed its second year of operation last November, the report noted, with 52 stations participating. Under PEP, network advertisers may buy time on designated smaller stations at "favorable rates" with no decreases in compensation for the stations themselves.

Last March, the report said, NBC-TV launched an educational television project which produced the first live programming for educational tv stations on a national basis. The project is carried on in cooperation with the Educational Television & Radio Center, Ann Arbor, Mich.

During the year, NBC broadcast 4,500 one-minute public service messages, 3,300 of them on radio and 1,400 on tv, according to the review. It was estimated that time costs for those messages were worth $14.5 million.

On NBC Radio, the report noted the 41% increase in billings over 1956, and said the upward trend is continuing with the outlook for 1958 "brighter" than in 1957. It singled out *Monitor* weekend service as "the biggest and most successful show in all network radio." Other network radio shows, hailed in the report for audience popularity and for sales were *Nightline*, a new 90-minute program featuring well-known personalities, and *News on the Hour*, said to be the first network service of its kind.

The report took cognizance of the special "Know Your Schools" public service project, which began last September on all 13 NBC-owned radio and tv stations. It was estimated that more than $1 million in time costs was devoted to this project in 1957.

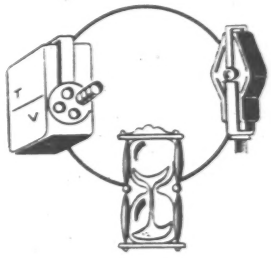
ABN Announces Election of Four To Affiliates Advisory Board

New committeemen for the American Broadcasting Network Station Affiliates Advisory Board were announced last week by Edward J. DeGray, ABN vice president in charge of stations. Re-elected to serve for new two-year terms beginning Jan. 1 were: District One—Simon Goldman, president and general manager, WJTN Jamestown, N. Y.; District Five—C. B. Locke, general manager, KFDM Beaumont, Tex.; District Seven—James Wallace, president and general manager, KPQ Wenatchee, Wash.

In District Three, Phil Hoffman, vice president and general manager of WTCN Minneapolis, was elected to succeed Ben A. Laird, president and general manager WDUZ Green Bay, Wis.

Other members of the board whose terms expire Dec. 31 are: District Two—J. P. Williams, executive vice president of Great Trails Broadcasting Corp. and general manager, WING Dayton, Ohio; District Four—T. B. Lanford, president, KALB Alexandria and KRMD Shreveport, La.; District Six—William Grove, vice president and general manager, KFBC Cheyenne, Wyo.; District Eight—J. S. Younts, president and general manager, WEEB Southern Pines, N. C.

HEADLEY-REED TV



Announces their appointment
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SANTA BARBARA CALIF.

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JANUARY 1, 1958

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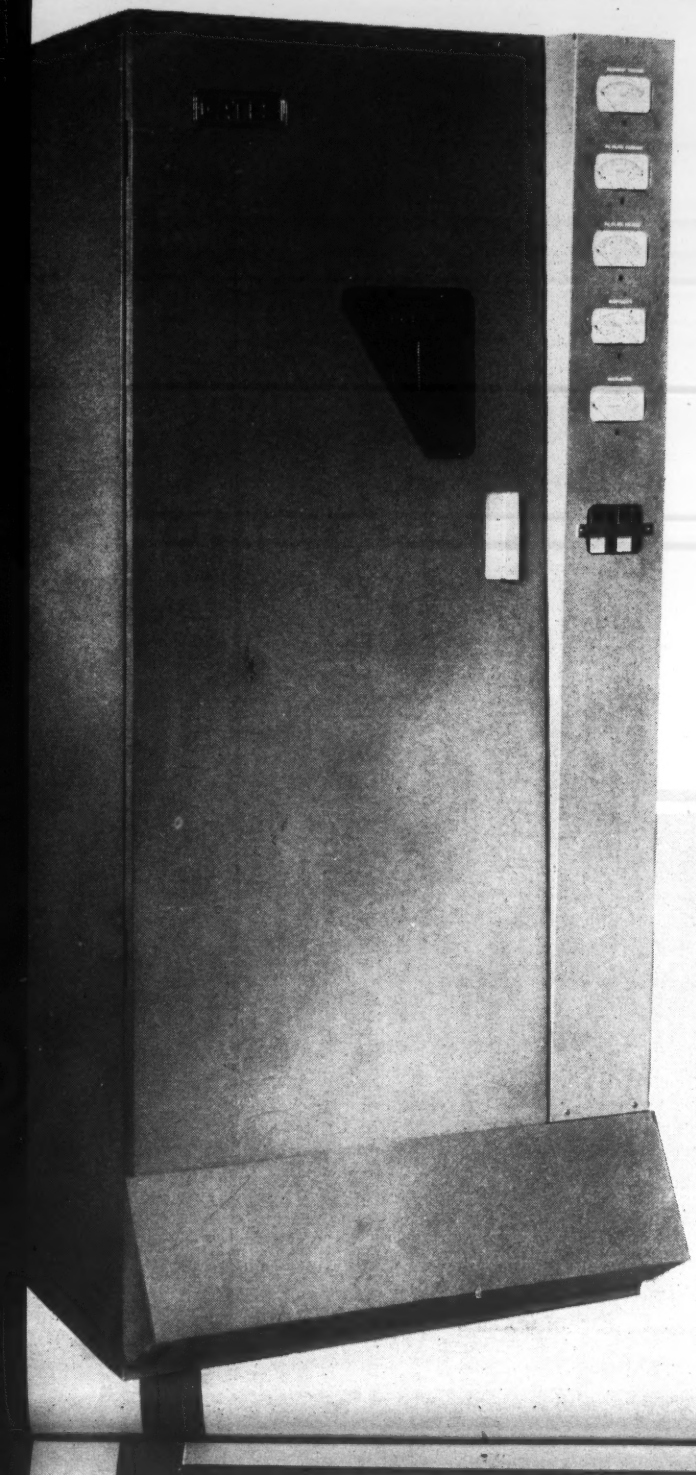
HEADLEY-REED TV

Television Station Representatives

NEW YORK • PHILADELPHIA • CHICAGO • ST. LOUIS • ATLANTA • SAN FRANCISCO • HOLLYWOOD



Announcing The—

ALL NEW GATES BC-1T

1000 WATT BROADCAST TRANSMITTER

GATES BC-1T . . .

ENTIRELY NEW **in electrical design . . .**

ALL NEW **in functional design and styling . . .**

A NEW HIGH **in performance standards with the big plus of extra features found only in Gates. This is YOUR transmitter, because many of the exclusive features come from your suggestions.**

THE INBUILT DUMMY ANTENNA was suggested by many broadcast men. "We want a way to do off-the-air testing that is positive, reliable, accurate and quick," they said. Now, for the first time, comes a transmitter, the Gates BC-1T, which offers this important exclusive.

THAT BOTHERSOME BACK DOOR consumes wasted floor space. "Let us have a transmitter 100% serviceable from the front," was a repeated suggestion. First again, comes a transmitter fully accessible from the front.

"FREQUENCY STABILITY must certainly be possible," broadcasters said, "without the crystal oven, thermostats and thermometers." BC-1T has dual vacuum type crystal units with pin-point stability and without ovens, thermostats and thermometers.

FIRST AGAIN is a broadcast transmitter with the uniformity and positive results of printed wiring. Here results are always the same. This tremendous plus tells the maintenance engineer his work is easier and management the initial cost is lower through technological progress.

LITTLE THINGS are important too. The tilted vertical meter panel, illuminated bar type Off-On controls, magnetic front door catches and concealed tuning controls to mention a few. But big performance is BC-1T's claim to fame. Like the many one kilowatt predecessors of the Gates line, BC-1T is certainly **the engineer's transmitter.**

Newest Expression of Creative Engineering From Gates

GATES

An eight page color brochure describing each exclusive feature in detail is yours on request. Just fill in the coupon and mail today!

MAKING DELIVERIES NOW!

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

A SUBSIDIARY OF HARRIS-INTERTYPE CORPORATION, CLEVELAND, OHIO

OFFICES — NEW YORK - WASHINGTON, D. C. - LOS ANGELES - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

Gates Radio Company, Quincy, Illinois

Please send me color brochure describing the All New Gates BC-1T Transmitter.

Name .....

Title .....

Station .....

Address .....

EXECUTIVES *of American Broadcasting Co. and ABC-owned tv station managers met Tuesday and Wednesday in Miami Beach. Front row (l to r): Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres; James G. Riddell, WXYZ-TV Detroit; Simon B. Siegel, ABC treasurer; Selig J. Seligman, KABC-TV Los Angeles; John H. Mitchell, ABC San Francisco. Back row: Robert L. Stone, WABC-TV New York; Sterling C. Quinlan, WBKB (TV) Chicago; Oliver Treyz, vice president in charge of ABC-TV; John Pival, WXYZ-TV; Matthew Vieracker, WBKB.*

Affiliates Optimistic After ABC-TV Sessions

ABC-TV affiliates are generally happy with the network's ratings and business prospects, judging by the comments of their spokesmen after three days of meetings in Miami Beach, Fla.

The ABC-TV Affiliates Assn. board of governors met Tuesday and Wednesday, joining top network executives Thursday. Votes of confidence and friendly expressions marked the Balmoral Hotel meetings Thursday evening as the conference ended.

Frederick S. Houwink, WMAL-TV Washington, chairman of the affiliates' board, made this comment after Thursday's session: "We are certain that we will continue to accelerate toward the No. 1 position in terms of network popularity during the coming broadcasting season."

Oliver Treyz, vice president in charge of ABC-TV, said the network "expects to work harder than ever in the affiliates' behalf in 1958." He added, "We appreciate the affiliates' cooperation."

Color television was discussed by the two groups. Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, described the network's position this way, "When the groundswell of public demand as demonstrated by sales demonstrates that the public going for color, ABC-TV will broadcast it."

Messrs. Goldman, Treyz and James T. Aubrey, ABC-TV programming and talent vice president, headed the network's executive groups at Miami Beach, They met Wednesday with o&o station managers. The o&o station group met separately all day Tuesday and again Thursday morning.

An expression of confidence in the network and concern for its executive heads was voiced by a three-man committee comprising Joseph Drilling, KJEO (TV) Fresno, Calif.; J. J. Bernard, KTVI (TV) St. Louis, and Joseph F. Hladky Jr., KCRG-TV Cedar Rapids, Iowa. They asked ABC-TV's heads in the future "to spread the risk when a mass movement of top ABC executives is planned," recalling that seven of the ABC group had taken the same plane to Miami. "Please," Mr. Hladky added, "take separate planes."

Other affiliate board members at the meeting were Harry Lebrun, WLWA (TV) Atlanta; Donald Davis, KMBC-TV Kansas City, and Willard Walbridge, KTRK-TV Houston.

Other ABC-TV officials included Slocum Chapin, client relations vice president; Thomas W. Moore, sales vice president; Alfred R. Beckman, station relations vice president; Ralph Hatcher, national manager, tv relations; James Beach, vice president and director of the network's central division; Donald W. Coyle, sales development and research vice president; Dean Linger, advertising and promotion director; Simon B. Siegel, AB-PT financial vice president; Stephen Riddleberger, ABC comptroller; Leslie Harris, national spot sales coordinator, o&o stations; Michael J. Foster, press information vice president, and Earl Hudson, western division vice president.

Sarnoff Notes Slow Start Then Triumph of 'Tonight'

Hits—especially in television—are completely unpredictable. So declared NBC President Robert W. Sarnoff Thursday in another of his "open letters" to radio-tv.

Mr. Sarnoff took particular note of *Tonight*, a program that not only has surprised the critics with its success but which also has reaffirmed NBC-TV's faith in live late-night tv. The show's resurgence followed a low point in which affiliates, up until only a few months ago, had abandoned the old, or non-Jack Paar *Tonight* show, for feature films.

Mr. Sarnoff likened NBC's gamble on Jack Parr with that of a hit Broadway show. "In the early weeks of last July, before Jack started," Mr. Sarnoff noted, "any-

one in the trade could have won a handsome legacy by accepting the short end of prevailing odds that the new *Tonight* would be laid to rest after the first 13 weeks."

Mr. Sarnoff dwelled on the network's unhappy time with the post-Steve Allen *Tonight* show when programming executives there viewed the night club-newspaper columnist-guest star format as "sure fire." Recalling that he had "seldom seen more enthusiasm for a program idea" than that format, Mr. Sarnoff noted that NBC-TV "tried scores of different approaches," yet it "continued to receive a popular and critical thumping—the worst, I think, in the history of television until that birthday party at Madison Square Garden. Stations began defecting from our late-night lineup in favor of feature films. Sponsors avoided the show like the plague and our weekly lossses mounted."

What followed then, Mr. Sarnoff wrote, were weeks of weighing live vs. film programming in the late hours and the decision was finally made to stick with live. The clincher: "The idea that Mr. Paar's amiable personality and quick wit could hold a substantial national audience if he were given a sufficient span of air time, a responsive studio audience and guests with a broad enough cross-section of interests and talent to lure people away from the 1940 Gables and Loys. This time the performance surpassed the prospectus."

Look magazine may ask, "Will Jack Paar Spoil Success?" but Mr. Sarnoff doesn't think so. NBC will borrow a theatrical tradition by hoisting the star's name above that of the vehicle: "In the near future," NBC-TV will drop the title *Tonight* and substitute *The Jack Paar Show* starring Jack Paar.

Auto Radio Network Solicits Affiliations

A new radio "network" that would be aimed at automobile listeners tentatively is slated to start next May 1, it was learned last week.

Stations have been solicited in a letter signed by Lebein H. Gilford of Milwaukee, who associates himself with "station relations" for the "American Automobile Network" with offices in Suite 520, Metropolitan Block, Milwaukee 3.

Mr. Gilford asked that stations "at least for the present" keep plans for the network service "confidential" because "at this point the American Automobile Network is simply exploring possible affiliations . . . along the main routes of national travel."

Reached by telephone in Milwaukee Thursday, Mr. Gilford, who did not otherwise identify himself or others connected with the proposed network service, commented: "There is nothing to report. It is not fully organized."

Revealed in Mr. Gilford's letter, however, were these plans:

• Stations are being sought which operate within a specified band of the radio spectrum—"so that the automotive public may know instantly where to turn for AAN service, no matter where one may drive."

• A "unique" station compensation plan is under consideration: initially stations signed as affiliates would be compensated on a "monthly retainer" and in exchange would identify themselves with the network and would broadcast information on road conditions and other automotive and highway data at "clearly specified times during normal station break periods."

• The "network" would option certain "well-defined" broadcast periods for national sponsorship of news, weather, sports and motoring information programs with the station compensated on the basis of "a regular affiliation agreement."

• AAN "for the present" would remain non-interconnected—"this means your station would supply the news, weather or sports service sold nationally in a number of markets strung along main U. S. travel routes. Longer, entertainment-type programs are on transcription."

Mr. Gilford noted that in time the AAN might be in a position to supply interconnected service for special sports events.

The AAN letter pointed out that the network planners are "some distance from readiness to negotiate or sign our affiliation agreements" but said they had found responses from other markets indicating a start could be made "immediately were station relations our only consideration."

NBC-TV Claims Victory In Nighttime Nielsen Report

NBC-TV claimed last week that for the first time since September 1954 it had taken over the No. 1 position for the full nighttime schedule in Nielsen's network area report.

The claims and ratings, based on Nielsen's second November report, were circulated to NBC-TV's agencies, advertisers and prospects, noting the statistical record represented the network's "most impressive rating performance this season."

According to figures shown in Nielsen's November report No. 2 (based on a sample in 14 city areas in which each of the three networks has its own outlet) NBC-TV led CBS-TV in average audience ratings by 4% and ABC-TV by 26%. Noted the network:

"A year ago NBC trailed CBS by 22% and was 38% above ABC. In terms of increase over a year ago, NBC is up 13% [average audience rating in November 1956 was 19.2 and 21.6 in November 1957]; CBS down 16% [24.7 average audience rating November 1956, 20.7 November 1957] and ABC up 24% [13.9 in November 1956 and 17.2 in November 1957]."

NBC also said that "even more impressive" are the half-hour "wins"—that NBC-TV scored 21 for the first week November rating, and 26 for the second week. CBS-TV, according to these figures, dropped from 15 to 12 while ABC-TV dropped from 10 to 9.

Breaking down the figures further, NBC-TV's researchers showed NBC-TV to be leading on four nights (Sunday, Monday, Wednesday and Thursday); CBS-TV on two nights (Friday and Saturday) and ABC-TV on one night (Tuesday). Last year, according to these statistics, CBS-TV led on six nights, Sunday through Friday, and NBC-TV on one, Saturday night.

CBS-TV had no immediate comment. ABC-TV spokesmen said they had no quarrel with the figures, which they said point up ABC-TV's growth in the past year. They noted that where their network was 10.8 behind the 1956 leader (CBS) in multi-network average audience ratings, the 1957 report puts them only 4.4 points behind the current leader (NBC).

Washington's doubled its ears in 17 years

It took the Washington Metropolitan Area only 17 years—from 1940 to 1957—to jump from one million to two million in population. It had taken 140 years to reach the first million mark. That's a sign of phenomenal growth. Here's another. Since 1930 Washington's population has virtually tripled — has grown faster than any of the other ten largest U.S. metropolitan areas.*

That's your lucrative market—and WWDC Radio is your logical station. It's no coincidence that our growth rate has paralleled the area's—to the point where we were first or a mighty close second in every PULSE survey of 1957. We have a simple formula—to be a listenable *station to our 2,000,000-plus area audience, and a* promotional *station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.*

WWDC *radio Washington*

**REPRESENTED NATIONALLY BY JOHN BLAIR & CO.*

**Economic Development Committee, Washington Board of Trade*

WE DID IT!

Cedar Rapids-Waterloo November ARB shows that during TV watching time in Iowa, 4 to 10 pm daily, KCRG-TV (that's us) leads:

KCRG-TV	90 Quarter hour firsts
Station B	67 Quarter hour firsts
Station C	13 Quarter hour firsts

For a long time KCRG-TV has been a good buy, delivering substantial audiences at a very low cost per thousand. But now, it's *the* buy in Eastern Iowa, with the highest ratings and the same low rates.

KCRG-TV

CEDAR RAPIDS • WATERLOO

ABC-TV CHANNEL 9 REPRESENTED BY: WEED TELEVISION

EDUCATION

FORD FUND PAYS ETV $2.5 MILLION IN '57

- **Foundation makes report**
- **$2 million paid to ETRC**

More than $2.5 million was paid by the Ford Foundation to educational television during the year ended Sept. 30, 1957, according to the Foundation's annual report being released today (Monday).

Going into the 1957 fiscal period, Foundation commitments to ETV from previous years, which were still outstanding, amounted to $6,413,340. In addition, $448,050 more was allocated during 1957. The disbursement of $2,545,000 last year reduced the $6,861,390 total to $4,316,340 going into the current fiscal year.

The largest payment went to the Educational Television & Radio Center, Ann Arbor, Mich., which received $2,022,000 of the $6,263,340 which the Foundation granted during 1956 to assist the Center's general program through 1959. In addition, the Foundation last year granted and paid $113,350 for the ETRC's development and information activities.

A balance of $4,241,340 was still to come to the Center as of last Sept. 30.

Grants were also made and paid to the American Council on Education ($125,000) for the work of the Joint Council on Educational Television, and to the National Assn. of Educational Broadcasters ($97,000) for projects in the professional development of education by radio-tv.

Sums of $37,500 each, appropriated prior to the last fiscal year to release time of school faculty members for educational tv programming, were paid during 1957 to the U. of Alabama, U. of Detroit, U. of Nebraska and North Carolina State College. In the same vein, new grants of $37,500 were made to Boston U., U. of North Carolina and U. of Wisconsin. The UNC commitment was paid during the same fiscal year, the others carrying over to the current period.

Commenting on completed programs, the Foundation praised the success of its Tv-Radio Workshop in producing the 90-minute *Omnibus* show on tv networks for five years.

Omnibus, which completed its run on ABC-TV last March and formerly was on CBS-TV, has since been sold to Robert Saudek Assoc. for further commercial use [NETWORKS, Feb. 25, 1957]. Mr. Saudek served as director of the Tv-Radio Workshop producing *Omnibus.*

The Ford Foundation was created in 1936 by the late Henry Ford and Edsel Ford and is essentially an educational foundation.

The Fund for the Republic, originally set up by Ford Foundation appropriations but which since has assumed a completely independent status, currently is planning a "study" of the tv medium [GOVERNMENT, Dec. 23, 1957]. One of the projects will be concerned with mass media of communications (starting with tv) and the other will be devoted to political parties, pressure groups and professional associations.

KRON is TV in SF

San Franciscans are sold on KRON-TV

AVAILABLE
Alternate Weeks
"GRAY GHOST"
Friday 6:30 P.M.

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SHOW FEATURES HI-FI, PORTABLE TV

- **Jump in high fidelity sales cited by RCA Victor's Miller**
- **Chicago event highlights new developments in transistor tv**

Revolutionary developments in console high fidelity and portable, transistor tv, plus conventional refinements in radio-tv receivers, piqued the interest of buyers at the midwinter International Home Furnishings Show in Chicago last week.

Louis J. Collins, general sales manager of RCA Victor Radio and "Victrola" Div., reported sales of console hi-fi models in 1957 virtually tripled totals in 1956, with an expected final volume of $300 million. He predicted sales would reach $400 million this year, with a continued trend toward console units. The show will run through Jan. 17 and then be opened to the public for the first time in the history of Chicago's Merchandise Mart.

At the same time RCA Victor unveiled a new modular high fidelity system for achieving a "complete home entertainment system." It consists of a basic unit—a four-speed, three-speaker phonograph—plus matching auxiliary speaker and record cabinets for placement on a low-boy bench. They can be grouped with either of two RCA 21-inch tv models in the manner of building blocks and bought for less than $500. The basic unit includes a stereo-jack for addition of a stereophonic sound system. Phonograph and speaker cabinets have detachable legs and may be purchased separately.

Motorola's new portable transistorized tv receiver commanded substantial dealer interest, with views varying on its market potential. Some buyers likened the market prospects to those for portable radios, while others felt sales would be limited to the luxury-minded consumer segments. It seemed agreed, though, that initial tangible effects are not likely to be measurable until the model is placed in mass production, probably in the next two years.

Two buyers contacted by BROADCASTING expressed belief that, at least in the early marketing stages, sales of battery-powered transistor sets are likely to be hampered by high prices—one of the reasons frequently given for slow progress in color tv. Costliness of transistors and batteries might hold the initial price line around $400-$500 before they dip to the more salable $150-$250 level.

The Motorola cordless model utilizes 31 transistors powered by two nickel-cadmium batteries and is capable of 12,000 cycles or playing hours (six hours per charge), at an operating cost of about four-tenths cent an hour for 12 w power consumption. The battery complement may be recharged by an automobile cigarette lighter out of home or an ac outlet, when a recharger is used.

Again, buyers' reactions were mixed on color tv. Some dealers, such as Chicago's Polk Bros. appliance chain, reported increased 1957 sales, running about 30% ahead of 1956. Some stores pointed out they have sold color receivers, but at no percentage profit comparable to that for black and white (excluding portables). Buyers reported discounting practices have pervaded selling, rendering list prices nonexistent for color sets, and there were the familiar complaints of others about alleged servicing problems and high set prices.

It was acknowledged, however, that RCA models have been selling best, particularly in Chicago, where WGN-TV has become the third station to enter colorcasting. Not only is the gap closing between color and monochrome sets in terms of average dollar volume, as reported by RCA Victor Distributing Corp., but sales have jumped in recent months [MANUFACTURING, Dec. 30, 1957]. (According to one late estimate, approximately $100,000 worth of color units were sold in Chicago in the waning months of last year, at an average price of $600-$700.)

A *fully-transistorized, battery-operated television receiver, claimed to be the "first truly portable tv set," is shown by Robert W. Galvin, president of Motorola Inc., Chicago electronics manufacturer, which devised the unit.* [AT DEADLINE, Jan. 6]. *The cordless model utilizes a 14-inch tube and 31 transistors, plus two batteries good for 12,000 hours' operation (2,000 cycles).*

But the growing bonanza now seems to be in hi-fi, as noted by RCA's Mr. Collins. He stated:

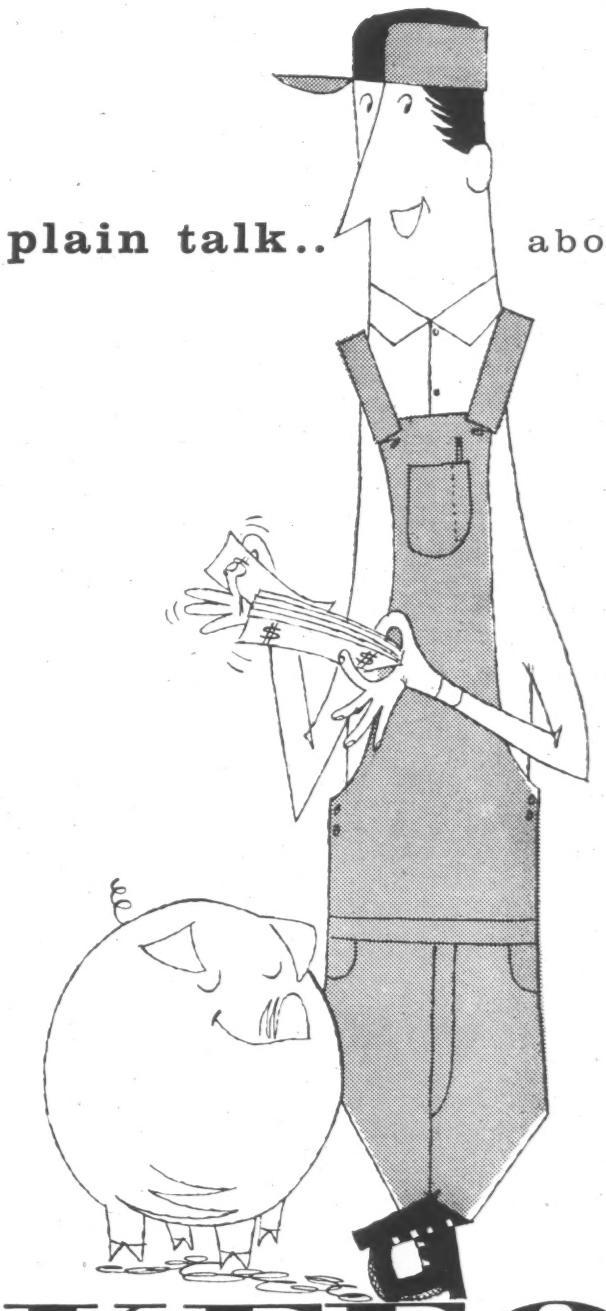
"The market in high fidelity units, next to television and radio, has shown the most remarkable strides in the home instrument field. When returns are in, it will be revealed that the American public has spent more than $300 million for high fidelity instruments during 1957. In 1956, the total was only $175 million. Moreover, the 1957 figure will be increased by more than 30% in 1958, reaching an all-time high exceeding $400 million. . . .

"Two years ago, high fidelity sales were mostly in table portables, but last year, 62% of hi-fi instrument sales were console models. In 1958 we expect this ratio to grow to about 70%."

Typical of the more conventional refinements in tv sets is a 21-inch tv console with 10-inch cabinet depth, claimed by Sylvania Electric Products Inc. to be the "slimmest ever placed in commercial production." The new model represents a "further advancement" of the 110-degree deflection system introduced by the company in December 1956. Tiny but powerful portables marked the radio lines of many manufacturers.

Dummy Antenna in Gates Unit

A new 1 kw am transmitter announced this week by Gates Radio Co., Quincy, Ill., features an inbuilt dummy antenna for off-the-air tests, enabling a station to test before its tower is up and at any time thereafter. The dummy antenna was a popular sug-



plain talk.. about a good radio station!

KFEQ RADIO is proud to be celebrating its 35th Anniversary in a highly competitive, fast-moving business. A third generation of listeners is depending upon KFEQ for factual agricultural information, news and entertainment. Farmers and farm-allied businesses depend upon KFEQ Radio for livestock and grain market quotations in order to conduct their daily buying and selling of their products.

KFEQ RADIO is a good station. For 35 years it has grown and prospered in an area that has the world's most particular consumers — the midwest farmers and town folks.

KFEQ RADIO gives its listeners what they want — what they need to hear — and it's this receptive audience that makes cash registers ring.

KFEQ RADIO'S listening audiences in the northern half of Missouri, southern Iowa, northeast Kansas and southeast Nebraska are larger than ever before and agricultural prospects for 1958 are bright.

KFEQ RADIO covers a highly potential area:

Population	2,502,600
Counties	139
Radio Homes	749,720
Spendable Income	$3,671,187,000

KFEQ radio

SAINT JOSEPH, MISSOURI
680 KC • 5000 WATTS

Ted Nelson, *Exec. V. P. KFEQ Broadcasting Co.*
Ted Branson, *Mgr. KFEQ RADIO*

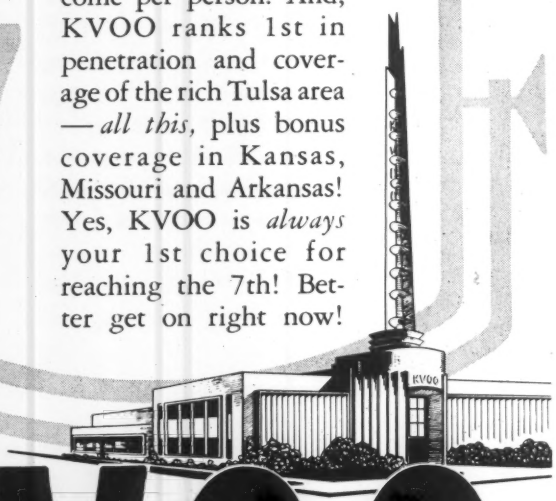
We are also proud
of our new national representative

Venard, Rintoul & McConnell, Inc.

579 Fifth Ave. New York	1901 West 8th Street Los Angeles
85 Post Street San Francisco	35 East Wacker Drive Chicago

7

Tulsa ranks 7th in the nation in spendable income per person. And, KVOO ranks 1st in penetration and coverage of the rich Tulsa area — *all this,* plus bonus coverage in Kansas, Missouri and Arkansas! Yes, KVOO is *always* your 1st choice for reaching the 7th! Better get on right now!



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TULSA

The only station covering all of Oklahoma's No. 1 Market

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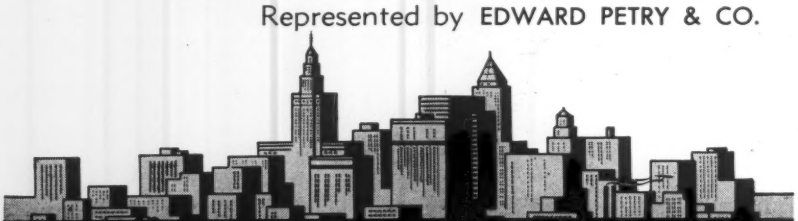
Represented by EDWARD PETRY & CO.



1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC
"The Voice of Oklahoma"

gestion, Gates says, in a survey of broadcasters.

The new transmitter, Model BC-1T, is designed with vertical construction, giving access to all controls through the front door, a feature planned to save floor space (BC-1T measures 78 x 36 x 32 inches, occupying 8 square feet of floor space). To achieve frequency stability without crystal oven, thermostats or thermometers, BC-1T uses vacuum-type crystal units, according to Larry Cervone, Gates sales manager.

11-Month Radio Output, Sales Up; Tv Set Production, Sales Drop

Production of radio sets during the first 11 months of 1957 ran well above the 1956 level but tv output declined, according to Electronic Industries Assn. Sales of radio sets increased during the 11-month period, which tv experienced a decline.

Output of radios totaled 13.6 million for the 11 months compared to 12.3 million in the same 1956 period. Tv production totaled 5.8 million sets compared to 6.7 million in the comparable 1956 months. Of the 574,646 tv sets produced in November, 55,035 had uhf tuners.

Retail sales of radio sets for 11 months of 1957 totaled 7.7 million units compared to 6.7 million in the same 1956 months. Tv sales totaled 5.6 million sets compared to 5.8 million in the comparable 1956 months. Radio set sales do not include auto models, which move directly to factories.

Following are radio and tv set production figures for November and the first 11 months of 1957 (units):

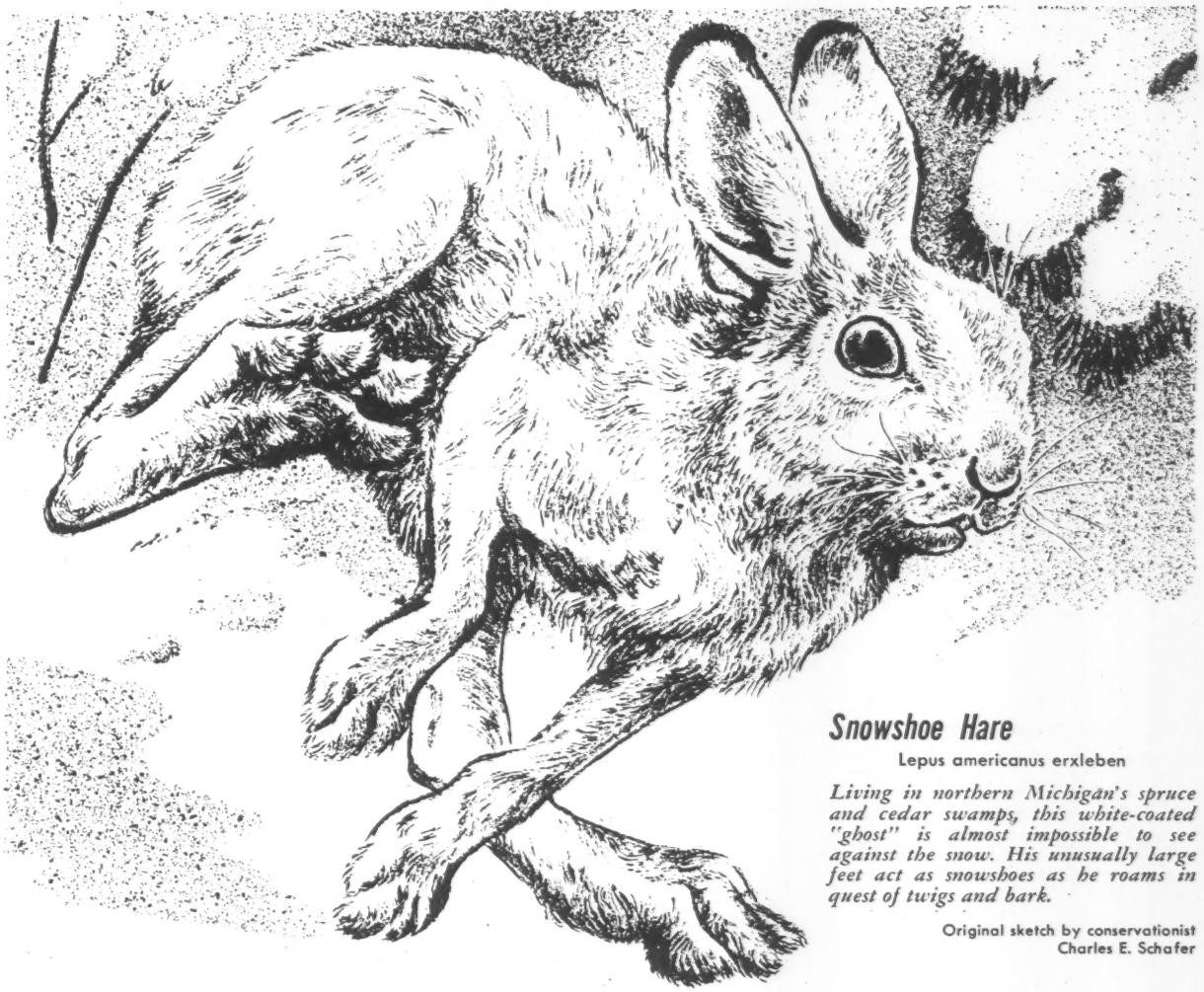
	Television	Auto Radio	Total Radio
January (1957)	450,190	521,624	1,085,529
February	464,697	522,859	1,264,765
March (5 wks)	559,842	597,532	1,609,073
April	361,246	380,452	1,115,813
May	342,386	396,151	1,023,771
June (5 wks)	543,778	416,058	1,088,343
July	360,660	256,279	612,588
August	673,734	301,971	965,724
September (5 wks)	832,631	446,419	1,610,748
October	661,994	522,746	1,569,180
November	574,646	563,066	1,688,868
TOTAL	5,825,804	4,925,157	13,634,402

Ward Elected to Presidency Of Altec Parent Corporation

A. A. Ward, executive vice president and director of Altec Companies Inc., Anaheim, Calif., has been elected president of the sound equipment concern, it has been announced by G. L. Carrington, chairman of the board and chief executive officer. Altec Companies is the parent firm of Altec Lansing Corp. (public address, theatre, recording, broadcast, scientific, hi-fi equipment) and its Los Angeles division, Peerless Electrical Products (audio and power transformers), Altec Service Co. and Newpaths Inc. (research).

MR. WARD

Soon after Altec Service Co. was formed in 1937, Mr. Ward became its head of



Snowshoe Hare

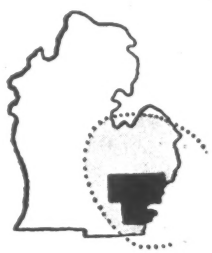
Lepus americanus erxleben

Living in northern Michigan's spruce and cedar swamps, this white-coated "ghost" is almost impossible to see against the snow. His unusually large feet act as snowshoes as he roams in quest of twigs and bark.

Original sketch by conservationist Charles E. Schafer

Put your money where the people are

Why reach rabbits with your radio advertising? WWJ concentrates on *people*—with fresh, appealing entertainment like the "WWJ Melody Parade," with sprightly personalities like Hugh Roberts in the morning, Bob Maxwell from fabulous Northland shopping center, Jim Wood and Jim DeLand from spectacular Eastland. Use WWJ all day . . . *every* day.



Here's your real target

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

specialty engineering. With creation of Altec Lansing Corp. in 1941, he became that firm's general manager, becoming successively vice president and executive vice president. When the parent firm, Altec Companies, was set up in 1956, Mr. Ward was elected its vice president-director and became executive vice president last year.

Sylvania Marks Record '57 Sales; Mitchell Expects 10% More in '58

Sylvania Electric Products Inc. sales in 1957 set a new record high for the company, according to Don G. Mitchell, chairman and president, who predicted that sales in 1958 will "substantially" exceed the 1957 record, possibly by as much as 10%, depending upon the duration of the "economic adjustment." Sylvania's final sales figures for 1957 are not yet available, but Mr. Mitchell said the year's volume had exceeded the record of $332 million in 1956. The 1956 total was adjusted to include the sales volume of Argus Cameras Inc., then an independent company, which became a division of Sylvania in January 1957.

Final earnings figures for 1957 have not been compiled, but Mr. Mitchell said they will not equal those of 1956, which amounted to $4.10 a common share, adjusted for Argus. He cited such factors as the television industry adjustment during the first half of 1957, a continued industry-wide price squeeze in some of the company's more profitable lines, large outlays for research and development in a number of fields and unusually heavy expenditures for new manufacturing facilities. These factors were accentuated further, he added, by softening of the general economy in the second half of 1957.

9-Month General Instrument Net Exceeds That for Whole of 1956

Nine-month net earnings in 1957 for General Instrument Corp., Newark, N. J., topped earnings for all of 1956, the electronic components firm reported last week. GIC manufactures radio-tv equipment.

Board Chairman Martin H. Benedek noted that the gain was all the more remarkable in the light of a 12% drop in tv set production last year "and shows concretely the effects of the company's continuing program to broaden its base in all electronic fields, thus steadily eliminating our dependence on the fluctuations of the tv market."

Earnings for the nine months ended Nov. 30, 1957: $1.2 million (before taxes) compared with $700,729 (before taxes) for the same period of 1956. Increase in net earnings was 63%. Sales for the nine-month period of 1957 came to $25.3 million as against $25.4 million for 1956's nine-month period.

Mr. Benedek noted that while the tv components market fell off, GIC's "own share of this tv market was enlarged, further 'cushioning' the company against the overall industry decline."

Nems-Clarke Shows Record Volume

Nems-Clarke Co. (Div. of Vitro Corp. of America), Silver Spring, Md., reports record production and business booked during 1957. A. S. Clarke, president, says sales booked totaled $4.75 million, 35% better than 1956, and the value of electronic equipment manufactured and shipped last year exceeded $4.3 million.

Proprietary products in the fields of communications, photography, electronic and nuclear instrumentation—some being used in missile and satellite programs—accounted for more than 50% of the year's total production. Nems-Clarke started this year with a backlog 27% greater than on Jan. 1, 1957, the company head states.

"TARGET"

TV's PROPELLING NEW FORCE...

Aimed to open new MERCHANDISING opportunities!

MANUFACTURING SHORTS

RCA reports shipments of color film camera to KSLA-TV Shreveport, La.; one-section superturnstile antennas to KVAL-TV Eugene, Ore., and WWJ-TV Detroit; eight-section superturnstile antenna to (WTVM [TV] Columbus, Ga., and 1-kw used transmitter and 24-gain antenna to WBPZ-TV Lock Haven, Pa.

MR. GRADY

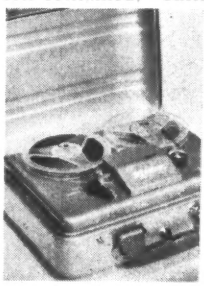
MR. BROWNING

ORRadio Industries Inc., Opelika, Ala., reports that it has established two new divisions. They are Instrumentation Tape Div., to be headed by **James D. Grady Jr.,** and Audio Products Div., to be headed by **Robert D. Browning.** The two men will supervise all phases of manufacturing in their respective divisions, from procuring raw materials to shipping of finished product. They also will direct and control all phases of processing and production and supervise all personnel in their divisions.

Raytheon Mfg. Co., Waltham, Mass., announced it will discontinue production at its Quincy, Mass., plant of tv picture tubes. Cathode ray tube production at Quincy plant henceforth will be concentrated on special purpose tubes for industrial and military uses, the company said. Raytheon will continue to supply television picture tubes to distributors for replacement market.

Blonder-Tongue Labs., Newark, N. J., has announced production of tv booster designed to improve reception on vhf channels 2 to 13. It is Model B-23 and it also works on small master antenna systems, firm reports.

Stancil-Hoffman Corp. has announced new self-contained, battery operated recorder which weighs 13 lbs. Called Minitape, recorder contains automatic volume control preamplifier, recording amplifier and separate playback amplifier. It is designed for 50 ohm microphone input, and full level recording is reported possible at distances of 100 feet or more and automatic volume control feature handles "this extreme sensitivity as well as close talking." Accessories are available including remote control unit, miniature power amplifier and speaker system, automatic voltage regulated battery charger, microphones and canvas carrying case. Price: $494.



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TRIPLE CROWN

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FROM 3 FAMOUS STUDIOS...112 GREAT FA

PLAYHOUSE 90

from **PLAYHOUSE 90**

AIN'T NO TIME FOR GLORY
starring **Barry Sullivan**

MASSACRE AT SAND CREEK
starring **Everett Sloane**

THE COUNTRY HUSBAND
starring **Frank Lovejoy and Barbara Hale**

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CONFESSION
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IT HAPPENED ONE NIGHT
starring Clark Gable, Claudette Colbert

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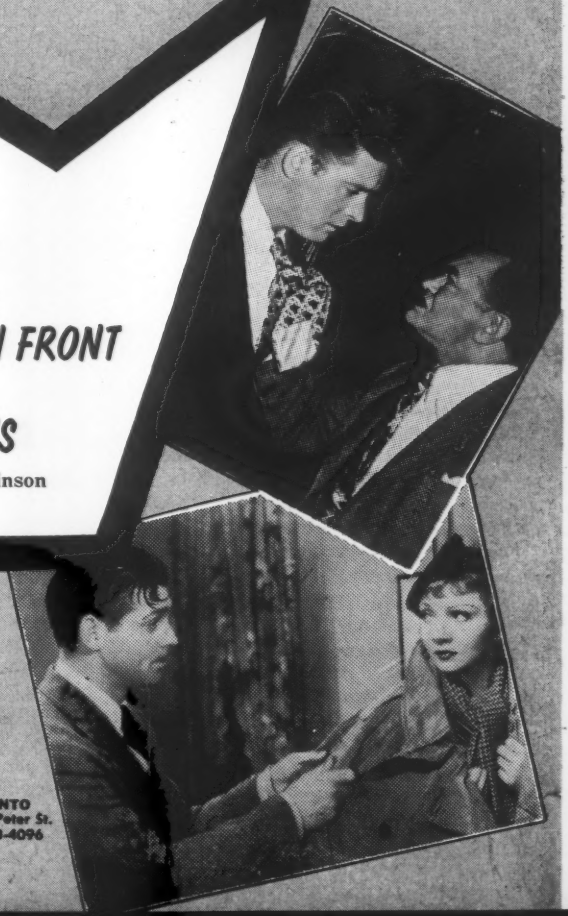
starring Charles Laughton

ALL QUIET on the WESTERN FRONT
starring Lew Ayres

EAST SIDE OF HEAVEN
starring Bing Crosby

ALL MY SONS
starring Edward G. Robinson

...and other great first run hits!



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MOULDER SUBCOMMITTEE SMOLDERS

Dissension reported in Hill committee; FCC may testify in two weeks

The FCC in all probability will face public hearings before the House Legislative Oversight Subcommittee "within two weeks," Rep. Morgan Moulder (D-Mo.), subcommittee chairman, announced last week.

Rep. Moulder made his announcement following a controversial 2½-hour executive session of the subcommittee, also attended by Rep. Oren Harris, chairman of the parent House Commerce Committee.

Just what transpired behind the closed doors of the committee meeting is somewhat clouded as several conflicting views have been expressed on what was said. One thing is official—the committee will meet again today (Monday) to decide its course and to set up a schedule of hearings.

And, despite denials from practically all sources, it was learned there is considerable disagreement among the committee members over the course the staff has followed in its investigations—with the focal point centering around Dr. Bernard Schwartz, director and chief counsel of the staff. Adding more confusion was a report that everything is not harmonious within the staff itself.

In answer to a question if "any charges of malfeasance or misconduct against individual commissioners would be made prior to the hearings" Rep. Moulder said this matter also would be taken up at today's meeting. He did not indicate whether grounds for such charges have been found in preliminary investigations.

The subcommittee was organized last March to determine if six regulatory agencies are administering the laws as Congress intended and immediately after last week's meeting adjourned, Rep. Moulder stated:

- Hearings will start within two weeks and his "impression" is the FCC will be first because investigations of that agency have "progressed to where we are in a better position to hold hearings [on the FCC] than on the others."
- There were no conflicts or differences of opinion among committee members concerning the staff or the work it has done.
- Rep. Harris, chairman of the parent House Interstate & Foreign Commerce Committee, had agreed to sign subpoenas which the subcommittee felt necessary to issue to secure the information it seeks.
- Commissioners of all six of the agencies have answered questionnaires on "gifts" they have received since 1949 [GOVERNMENT, Oct. 14, 21, 1957].
- The subcommittee reviewed a 30-page memorandum submitted by Dr. Schwartz outlining results of investigations and suggesting hearing procedures.
- The committee will decide at today's meeting whether any charges of malfeasance and misconduct will be brought into the open prior to public hearings.

Both Reps. Harris and Moulder said a reported dispute over the subcommittee's power to issue subpoenas was the result of a misunderstanding perpetrated by an "erroneous" story in a Washington newspaper. Rep. Harris said that he was "amazed" at statements in the article and, prior to last Wednes-

REP. HARRIS REP. MOSS REP. FLYNT REP. MACK REP. WILLIAMS CHMN. MOULDER

PAY TV HEARINGS OPEN TOMORROW

- **Pros, cons unlimber biggest guns for Harris committee testimony**
- **FCC leads off; among antis: Sarnoff, Stanton, Goldenson, Fellows**

The expanded House Interstate & Foreign Commerce Committee pay tv hearings begin tomorrow (Tuesday) at 10 a.m. and now are scheduled to run through Jan. 22. Order of witnesses will be the FCC tomorrow and Wednesday, proponents of toll tv Thursday and Friday, President Harold Fellows for the NAB also Friday and the networks, individual congressmen and others on Jan. 21 and 22.

In other Washington toll tv developments last week, four bills were introduced in Congress designed to prohibit pay tv; Michigan State Sen. Harold Ryan (D) climaxed his anti-pay tv drive [GOVERNMENT, Oct. 21, 1957] with a personal appearance on Capitol Hill, and Sen. Charles Potter (R-Mich.) and W. Theodore Pierson, attorney for Zenith, "debated" pay tv in a Washington newspaper.

Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee, originally scheduled the hearings for three days [GOVERNMENT, Jan. 6; AT DEADLINE, Dec. 30, 1957] but last week announced they will be extended for a minimum of six days and may proceed beyond Jan. 22.

The witness list will read like an industry "who's who" gathering, with both opponents and proponents sending top representatives. On the witness stand for those advocating toll tv will be James M. Landis (for Skiatron), former dean of Harvard Law School and also former chairman of both the Securities & Exchange Commission and Civil Aeronautics Board; Washington attorney Paul A. Porter (for International Telemeter), and another Washington attorney, Mr. Pierson, will represent Zenith.

Prominent on the opposing side will be the three television network presidents, Robert Sarnoff (NBC), Dr. Frank Stanton (CBS) and Leonard H. Goldenson (ABC); Rep. Emanuel Celler (D-N. Y.), author of a bill to ban pay tv; Sen. Potter, outspoken pay tv foe on the Senate side, and Mr. Fellows.

To open the hearings, the Commission will be "asked to give the committee the benefit of the knowledge and information it has obtained and to answer any questions the committee members might have," according to W. E. (Ed) Williamson, chief clerk. One point the committee intends to go into concerns the Commission's stand that it has the authority to authorize pay tv tests.

Heading the list of tv bills introduced last week, Sen. William Langer (R-N. D.) Thursday offered his promised measure (S 2934) [GOVERNMENT, Nov. 4] "to prohibit the charging of a fee on the general public for the privilege of viewing programs through the medium of television sets in private homes" until the FCC has authorized the charging of such a fee. The bill also

day's meeting, had never been asked to okay subpoenas to be issued by the Oversight Subcommittee. He said he would consider such requests on an individual basis, and as chairman of the Commerce Committee, would authorize any request for a subpoena which he felt is justified. However, no blanket subpoena authority was given to the Moulder subcommittee.

Rep. Moulder did not specify last week what agency records he might want to subpoena, but last month hit the Commission for refusing to turn over its files on pending cases [GOVERNMENT, Dec. 23, 1957]. Both he and Rep. Harris indicated subpoenas may be forthcoming in the near future.

Strong opposition to Dr. Schwartz' report was registered by some members of the committee, who felt that Rep. Moulder's account of the entire session was "not very accurate." They felt, it was understood, the staff has been taking too much into its own hands without consulting the committee, and that the committee must exercise more control over the staff's activities.

The work of the staff to date has gone far afield of the announced purpose of the committee, it was felt. In an apparent contradiction of Rep. Moulder's statement, one source said a "vote of confidence" for the staff was not mentioned during Wednesday's meeting. Still another report had Dr. Schwartz doing an excellent job while being handicapped by an "incompetent and inexperienced" staff.

Contacted Thursday night, Rep. Moulder stressed that "no one has complained to me about any member of the staff" at any time. Nor, he said, did he intend to seek a vote of confidence for Dr. Schwartz and his assistants. He reported complete satisfaction with the committee's staff and the progress of its investigations.

He said publicity on "sensational or misconduct" matters have given an erroneous impression of the committee's purpose and that he personally would seek to avoid "sensationalism" during the committee's hearings.

While Rep. Moulder said all commissioners now have answered the bitterly-objected-to questionnaire, he did not disclose the answers and indicated their future use has not been determined. Upon receiving the questionnaire, the FCC said it would not be possible to answer the questions on gifts objectively and asked for a conference with Mr. Moulder. This was granted last month [GOVERNMENT, Dec. 23, 1957] and as a result the commissioners agreed to submit answers.

Asked if the questionnaires had been answered "satisfactorily," Rep. Moulder replied that they were still under study.

Other subcommittee members are Reps. John Bell Williams (D-Miss.), Peter F. Mack Jr. (D-Ill.), John J. Flynt Jr. (D-Ga.), John E. Moss (D-Calif.), Joseph P. O'Hara (R-Minn.), Robert Hale (R-Me.), John W. Heselton (R-Mass.) and John B. Bennett (R-Mich.). Reps. Harris and Charles Wolverton (R-N. J.), are ex-officio members.

WHILE ON THE ROAD

What are the perquisites of an FCC commissioner? When he travels he receives, just like any other government employe, transportation and $12 per diem.

On very rare occasions—hardly six times in the last few years, it is understood—the chairman of the Commission is authorized to approve reimbursement of actual expenses, but not more than $25 per day, in addition to travel.

And, while on a per diem basis, the government traveler is allowed to submit additional vouchers to cover such things as taxicabs and streetcars.

REP. O'HARA REP. HALE REP. HESELTON REP. BENNETT

COUNSEL SCHWARTZ

prohibits the Commission from authorizing pay tv without the express approval of Congress.

Last Tuesday, anti-pay tv bills were introduced by Rep. John V. Beamer (R-Ind.) (HR 9629), a member of the House Commerce Committee; Rep. Adam C. Powell (D-N. Y.) (HR 9706), and Rep. Ray J. Madden (D-Ind.) (HR 9690). Already pending in Congress are bills banning pay tv introduced by Rep. Celler and Sen. Strom Thurmond (D-S. C.).

Following a six-day trip to Washington, Michigan State Sen. Ryan parked his anti-toll tv trailer on the Capitol plaza and presented Rep. Harris with petitions bearing over 20,000 signatures asking Congress to stop pay tv before it gets started. Mr. Ryan also presented a resolution of the Detroit Common Council opposing it.

Mr. Ryan said over 90% of the people he has talked to since starting his campaign six years ago are against pay tv. Asked if he agrees with this figure, Rep. Harris said he "doubted very seriously if the public is fully aware of the consequences of pay tv" and that he hoped the hearings starting tomorrow will help inform the public.

The Ryan caravan stopped in six large cities on the way to Washington and the public "hugged and kissed us" wherever a stop was made, Sen. Ryan stated. More than 10,000 post cards and 600 petitions for mailing to Congress and the President were passed out along the way, he said. He hopes to be back in Washington to testify in person during the pay tv hearings this week.

Articles on pay tv by Sen. Potter (against) and Mr. Pierson (for) were to appear yesterday (Sunday) in the *Washington Star*. "It is important that everyone who owns a television set understands the precise effect of pay television if it should be authorized," Sen. Potter said. "It would mean that at certain hours of the day . . . the non-subscriber would get a 'scrambled' or unintelligible signal. . . . This is like buying a refrigerator and being required to drop a coin in the slot before you can open the door and get something to eat."

Sen. Potter said pay tv advocates have been asked to be specific about promised new programming on pay tv, but that "it is difficult to obtain definitive replies. One hears instead general promises of 'superior' motion pictures, sporting events and the like." Any system that utilizes for profit the radio frequency, "even to a fractional extent," is contrary to the public interest, he stated.

"The fact is that the various pay television schemes run absolutely counter to the basic theory of the legislation which established America's broadcast system. They propose, in effect, to usurp some of the limited free time now available and supplant it by a sort of domestic slot machine operation. . . . The American people are among the best-informed in the world because of our free communications media," he said.

Subscription television "can never be used to make you pay for that which you get free," Mr. Pierson said, but "is a means by which the programs that you must leave home and pay to see can be received in your home. . . . To mention a few, these include many championship boxing matches, home football and baseball games, new motion

*"**PREVENT** blackout of your tv set" cries the banner in the background as Rep. Oren Harris (l), chairman of the House Commerce Committee, receives more than 20,000 signatures of individuals opposed to pay tv from Michigan State Sen. Harold Ryan. Mr. Ryan brought his anti-toll tv trailer to Congress to make a personal appeal.*

pictures, legitimate theatre and opera. . . . Toll tv will deliver these programs to your home at a much lower cost than you now incur in seeing them away from home."

Citing telephone, telegraph and transportation services, as users of the public domain, Mr. Pierson pointed out that they charge the public for their services. "There could hardly be a principle more contrary to American practice, experience and concept than one holding that all enterprises that use the public domain must supply their products and services free," he said. "We maintain that the air waves, which belong to the people, can find no better use than to bring more pleasure and information to many more people at a much lower cost."

Mr. Pierson stated revenue to tv stations from subscribers, when added to revenue from advertisers, actually will mean that many more tv stations will be on the air, resulting in more service to the public. "And since subscription revenue will pay a substantial part of the cost of station operations, the cost of the medium to advertisers will be reduced and more small advertisers will find it within their reach . . ." he said.

"Should investors and enterprisers, who devote years and millions to finding a cheaper way to provide our people with more and better service, be denied the right to enter the market place and let you, the public, decide whether their ambitious goals have been accomplished? For government to deny the public this right . . . is totalitarian in the extreme—it is the absolute antithesis of our American system of free enterprise."

V DROP-INS STYMIED BY CONFLICT OF FCC RULES, AIRSPACE RULINGS

A steel curtain has been dropped in front of television broadcasters seeking "dropped-in" vhf channels in six cities.

The top-level Washington Airspace Panel, a unit of the Air Coordinating Committee, has been turning thumbs down on all recent requests for approval of antenna towers involving such cities as New Orleans, Miami, Norfolk, Va., Lafayette-Lake Charles and Houma, all Louisiana, Utica, N. Y. (Albany-Schenectady-Troy) and St. Louis.

The Washington panel recommends approval or disapproval of antenna sites and heights requested by broadcast applicants depending on its evaluation of whether or not a proposed structure is a hazard to air navigation. All towers that are 500-ft. or more above ground must be submitted to the Washington group by regional panels.

The vhf channels are those which the FCC allocated to various metropolitan areas last year in an endeavor to alleviate the woes of vhf-uhf intermixture.

Last August, the Washington panel, suddenly conscious of the budding problem, officially asked the FCC to modify its rigorous requirement that stations strictly maintain the co-channel and adjacent channel station separations.

The Commission noncommittally answered early last month and expressed an interest in hearing from the Airspace Panel (1) What maximum heights would be approved at the sites requested by the applicants and (2) what farm areas would be approved with maximum heights to be permitted—but with a definite expression that mileage separation should be maintained in at least one instance.

The cases involved were applications for St. Louis' ch. 2 and Terre Haute's ch. 2.

Last week the Airspace Panel approved an antenna farm for Terre Haute which meets all criteria. Action on the St. Louis situation is stymied, it is understood, because the existing St. Louis farm area is 6-7 miles short of the 170-mile separation requirements with the Terre Haute farm.

The tall tower drop-in snag developed in ironic fashion.

When the FCC began allocating vhf drop-ins, it insisted that mileage separations be rigorously met. In Zone I, this is 170 miles co-channel; in Zone II, 190 miles and in Zone III, 220 miles. Adjacent channel separation for all zones is 60 miles.

The Commission requires also that a minimum signal strength be placed over the principal city to be served. This is 5 mv/m for chs. 2-6; 7.07 mv/m for chs. 7-13.

In order to meet the separation factors, the area where drop-in antennas may be built is severely circumscribed. These sites are usually some distance from the cities to be served. In order, therefore, to meet the city signal requirement, tall towers—1,000-2,000-ft. above ground—are a necessity.

It is this lack of flexibility in locating antenna towers that is giving schizophrenia to aviation people.

It was only recently that representatives of broadcasters and aeronauts hammered out an agreement to establish antenna farms for tall tv towers.

This principle—of locating all tv towers in a single area for each city—is the subject of rule-making at the FCC even now. In 1956 the Commission issued a proposal to revise Parts I and XVII of the Rules to "encourage" the grouping of antenna towers (Doc. 11665). Last November it issued a Further Notice of Proposed Rule-Making on the same subject, including the criteria to be used in meeting this suggested requirement. Comments are due Jan. 31.

The farm idea came after more than two years of work by a joint government-industry group representing all sides of the controversy.

In its Dec. 8 response to the Airspace Panel on the St. Louis and Terre Haute cases, the Commission declared it "fully appreciates" the airspace problems which are presented by tower construction problems. It added, "However, it is believed that waivers of station separation requirements should be made only under the most compelling circumstances in full consideration of the aeronautical and television aspects that comprise the public interest. Moreover, it is apparent that significant departures from existing television separation standards may seriously impair the administration of television service and add to the complexity of airspace problems."

May Want to Kibitz

Just a few weeks ago the Commission also agreed to furnish the Airspace Panel with copies of its proposed rule-making notices where vhf drop-ins are involved. This is on the theory, it is understood, that Airspace representatives may find it advisable to participate in the rule-making proceeding where a situation obviously will cause airspace difficulties.

Besides the St. Louis and Terre Haute situations, other problem cities are the following:

• New Orleans—Ch. 12 must be located at least 220 miles from ch. 12 WJTV (TV) Jackson, Miss. This requires a site about 30 miles south of New Orleans, whereas the antenna farm is only five miles south of the city. The 30-mile site runs into difficulty with air traffic into the New Orleans area.

• Miami—Ch. 6 must be located 220 miles from ch. 6 WDBO-TV Orlando, Fla. This requires a site near Homestead, Fla., about 20 miles south of the city. The antenna farm is located about 30 miles north of Miami. The southern site conflicts with Miami's heavy Latin American and Caribbean air traffic.

• Norfolk—Ch. 13 must be located 170 miles from ch. 13 WLTV-TV Lynchburg, Va. This requires a site about 15 miles southeast of Norfolk in Princess Anne County, but the Norfolk antenna farm area

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is 5-6 miles southwest of the city. The Princess Anne site runs afoul Navy flight patterns, particularly from aircraft carriers approaching the great Norfolk Navy Base.

• Lafayette-Lake Charles, La.—Ch. 3 in Lafayette must be 190 miles from ch. 3 WLBT (TV) Jackson, Miss., and 60 miles from ch. 2 WBRZ (TV) Baton Rouge, La. Ch. 3 in Lake Charles must be 220 miles from ch. 3 KTBS-TV Shreveport, La. This puts the Lafayette ch. 3 site about 20 miles southwest of that city, near Kaplan, La., and the Lake Charles ch. 3 site about 30 miles southeast of the city, near Lake Arthur, La. Airspace recently approved an antenna farm for this area about 10 miles northwest of Lafayette at Church Pt., La.

Both the Kaplan and Lake Arthur areas conflict with air approaches to the present Strategic Air Command base at Lake Charles.

• Utica, N. Y.—Ch. 13 WKTV (TV) is under orders to move to ch. 2 in order to permit ch. 13 to be added to the Albany-Troy-Schenectady area. The ch. 2 Utica site must be 60 miles away from ch. 3 WSYR-TV Syracuse, N. Y. This requires an area around Herkimer, N. Y., about 15 miles east of Utica. But this was found to interfere with jet planes flying out of Griffis Air Base at Rome, N. Y. Airspace Panel recommended a point nearer Utica, but this would be about three miles short of the required 60 miles adjacent channel separation with ch. 3 Syracuse.

FTC Reports to Congress On Radio-Tv Monitoring

Work of the radio-tv monitoring unit is assessed as a "significant development" in advertisement policing by the Federal Trade Commission, acording to the agency's 43rd annual report prepared for Congress. The 128-page document covers the fiscal year ending June 30, 1957, including the first eight months of operation for the monitoring unit, created in the fall of 1956 [GOVERNMENT, Oct. 15, 1956].

One case developed by the new unit—that against American Chicle Co. (Rolaids) and its "man-in-the-white-coat" tv commercials [GOVERNMENT, May 20 ,1957, *et seq.*]—gets top billing in a list of the year's typical cases on deceptive advertising and business practices. (Hearings still are in progress on the Rolaids complaint and are to resume this month after several weeks' suspension.)

Official complaints against broadcast commercials of Mentholatum Rub and Whitehall's Heet and InfraRub also are mentioned in the annual report. Others in the monitoring unit's output of six cases involve Omega oil, Helene Curtis shampoo and Lanolin Plus shampoo.

Monitoring goes forward in Washington and FTC field officers on fixed schedules—not overlooking ad lib commercials—the report says, adding that many other investigations are underway. The public is giving "useful assistance" by stating gripes to the FTC, the agency acknowledges.

Describing the year's work of its scientific division, the FTC classifies plastic screens for simulating color tv among "unusual matters" investigated. More routine products getting continuing attention are drugs and cosmetics. During fiscal 1957 the FTC looked for health hazards in other places—among them devices for eliminating static electricity from phonograph records and film.

A radio manufacturer, Emerson Radio & Phonograph Corp., is listed among typical deceptive practice cases handled during the year. This firm signed a consent order agreeing not to represent that its radios containing vacuum tubes are "transistor radios."

Work by the FTC on both deceptive practice and monopoly cases is mounting, the annual summation shows, and of the two general categories, deceptive practices take most of the Commission's time. Of 242 official complaints issued in fiscal 1957-58—a postwar peak—187 were on deceptive practices. Of the 187, a total of 153 resulted in final orders against firms involved. Comparable figures for the preceding year: 150 complaints on deceptive practices and 133 orders.

Sen. Morse Asks FCC to Make Technical Study of Daytime Case

Sen. Wayne Morse (D-Ore.) last week asked the FCC to put its own technical staff to work on the daytime broadcast case "so that the Commission's decision is not governed solely by the strength or weakness of the arguments advanced by the interested parties, but represents the decision that most promotes the public interest."

The Oregon senator, chairman of the special subcommittee on daytime broadcasting of the Senate Select Committee on Small Business, has been urging the Commission to act on the petition of the Daytime Broadcasters Assn. DBA seeks a change in the rules to permit daytime stations to begin operating at sunrise or 5 a.m. and to cease broadcasting at sunset or 7 p.m., whichever permits maximum hours of broadcasting. At present, daytime stations are restricted to operating between local sunrise and sunset.

Last month, the Commission issued a notice of proposed rule-making to revise the rules along these lines [GOVERNMENT, Dec. 23, 1957]. Comments are due by March 18.

Sen. Morse, last September, accused the FCC of "unwarranted and inexcusable" delay in acting on the DBA petition which was filed in 1955. It was at this time that Sen. Morse recommended that the Commission use its own staff to "find a solution to the apparent dilemma between needs and demands for better local service on the one hand and physical obstacles on the other." The Commission had pointed out that the daytime predicament was tied in with the clear channel and daytime skywave cases.

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BARROW STUDY HEARING MARCH 3

- **Top echelons from tv networks expected to testify**
- **Witnesses asked to submit summaries by Jan. 31**

An open public hearing on the momentous and controversial Barrow Report on television network practices has been scheduled to begin March 3.

In a surprise decision last week, the FCC reverted to earlier practices and scheduled a full-fledged oral hearing on the recommendations which threatened to change fundamental network practices, including option time, must buys, affiliation arrangements.

The hearing will be before the full, seven-man Commission. It is expected to bring to Washington the top echelon of the three major tv networks to plead opposition to the Barrow recommendations.

The FCC asked that those interested in participating file a notice of intent, including a brief outline of the subject matter to be covered by the witness, by Jan. 31.

Although the official Commission notice (see below) did not say so, it was the consensus of several commissioners that the hearing might run anywhere from 5 to 15 days.

The Commission also said it did not want written statements at this time, except those relating to inaccuracies in the factual data or statistical tables in the report.

The Barrow Report was issued last October [LEAD STORY, Oct. 7] following a two-year study of the television industry by a special staff under the leadership of Dean Roscoe L. Barrow of U. of Cincinnati Law School.

The study, set up by a special $80,000 Congressional appropriation in 1957, got under way in September of that year with the appointment of Dean Barrow as its director. At its height, the staff numbered 13. A second appropriation of $141,000 followed the next year. The two-volume report issued Oct. 3, 1957, was 1,485 pages in length, and included the following recommendations:

- Place networks under direct FCC regulation.
- Prohibit option time, must-buy station lineups, network station representation of stations other than those owned by the network.
- Prevent networks from influencing station affiliates in setting spot rates.
- Cut back station holdings to bar any licensee from owning more than three vhf stations in the top 25 markets.
- Require all station sales to be for cash so others than the proposed buyer can make comparable bids and acquire standing in comparative hearings.
- Require networks to make public all affiliation agreements, proposals for affiliation or disaffiliation, and affiliation compensation contracts.
- Give the FCC the power to levy fines against stations for infractions of rules and regulations.
- Make networks place programs on non-affiliated stations, if requested by sponsor and affiliates fail to clear; on stations in other markets even though the market is served by an affiliate in another city, provided the sponsor desires this exposure.

Last week the Commission completed its briefing on the network report by Dean Barrow and Dr. Louis H. Mayo. It met Monday and Tuesday, the third and fourth briefing sessions on the report. It had met Dec. 16 and 17 also. Further sessions on elements of the Barrow Report will be handled by the Office of Network Study, established last fall. This group is headed by economist Warren Baum.

Still in preparation is the network staff's report on programming. This was delayed due to litigation with some film producers and distributors who refused to furnish information requested by Commission investigators. A court finally ordered that this material be submitted. This material is still being collected and evaluated by ONS.

The Commission's position, it was learned, is that the March 3 proceeding will be in the nature of a legislative inquiry, similar to the proceeding recently concluded on the use of the spectrum above 890 mc.

Witnesses will be heard, cross-examined by staff and questioned by commissioners. Following this, should the Commission decide to follow any of the Barrow recommendations, it will issue notices of proposed rule making on specific topics. These will then follow the normal routine of rule making, guided by the procedures established in the Administrative Procedures Act.

Actually, the Commission last Wednesday was faced with three alternatives on how to proceed in the Barrow Report matter. One proposal was that the Commission issue a general invitation to interested parties to submit written comments. Another was that notices of proposed rule making be

TEXT OF FCC'S HEARING NOTICE

Docket No. 12285

By Public Law 112, 84th Congress, 1st Session, the Commission was authorized and directed by Congress to conduct a study of radio and television network broadcasting.

The study was formally instituted by the Commission's Delegation Order No. 10 of July 20, 1955 (FCC 55-810), in which it delegated to a Network Study Committee of four Commissioners its powers and jurisdiction to carry out the study.

By Public Notice (FCC 55M-977) and separate Order of Nov. 21, 1955 (FCC 55M-978), the Network Study Committee announced the purposes and objectives of the study. A special Network Study Staff was organized to conduct the study and this staff has, for the past two years, been gathering information concerning the structure, operations and practices of the networks in their relationships with the other components of the industry.

On Oct. 3, 1957, the director of the Commission's Network Study Staff submitted to the Network Study Committee a Report on Network Broadcasting. The report presents, for the first time in recent years, an integrated compilation of information and data concerning network television broadcasting. The study has served to highlight the nature and scope of current problems affecting the administrative regulation of broadcasting.

The study and the resultant Staff Report have afforded the Commission a basis for reappraising its rules and regulations relating to chain broadcasting, in the light of conditions existing in broadcasting today, and for determining whether the Commission should consider revisions of its rules and regulations and whether it should recommend to Congress the enactment of additional legislation relating to networks or amendments to the Communications Act.

The voluminous and detailed report of the Network Study Staff is now under consideration by the Commission. Copies of the report are available for inspection at the Commission's Public Reference Room in Washington, D. C., and copies will be available shortly at the Government Printing Office. The report recommends a number of amendments to the Commission's chain broadcasting rules and recommends that the Commission propose to Congress several amendments to the Communications Act.

The Commission is of the opinion that, at this stage of the study, it is advisable and appropriate to hold a public hearing at which interested persons and organizations may have the opportunity to comment, primarily by way of oral testimony, on the findings, recommendations and conclusions contained in the aforementioned report.

The Commission believes that the purposes of the Network Study directed by Congress will be best served by the adoption of the procedures designated herein, so that it may have the benefit of the views of interested persons and organizations in its consideration of the need for a revision of its rules and policies in the broadcast field.

For the purposes of this hearing, and in order to afford the Commission with the utmost assistance in its consideration of these matters, it is requested that persons desiring to appear and testify should focus their attention primarily upon the specific findings, recommendations and conclusions contained in the report; and that their testimony should be directed principally toward their views and opinions with respect to the effects and impact which the aforementioned recommendations of the report might have on television broadcasting service in the public interest, and an evaluation of such recommendations in terms of enhancing the development of a nation-wide, competitive television system. However, such witnesses may also address themselves to any other issues of fact or policy raised by the report.

Written statements will be accepted at this time only for the purpose of pointing out inaccuracies, if any, in the factual data or statistics contained in the report.

The Commission is, of course, desirous of receiving all testimony which will be of material assistance to it in making appropriate determinations of the important and complex issues facing it in this proceeding. However, the Commission wishes to conduct and conclude this hearing in as expeditious a manner as possible. It therefore desires to avoid the reception of testimony which will be merely repetitive or cumulative. Examination of witnesses will be conducted by the Commission.

Accordingly, NOTICE IS HEREBY GIVEN that a hearing will be held before the Commission *en banc* at its offices in Washington, D. C., commencing at 10:00 a.m. on the 3rd day of March 1958, in the above entitled matter, for the purpose of obtaining testimony by interested persons and organizations, as indicated above, on the findings, recommendations and conclusions contained in the Report of the Network Study Staff.

All persons desiring to participate in the hearing shall file a notice of appearance, as provided in the Commission's Rules and Regulations, on or before Jan. 31, 1958, said notice to contain the name of each witness, the organization he represents, if any, and a brief outline of the subject matter proposed to be covered in the testimony of said witness.

After all of the testimony has been received, the Commission will determine what further proceedings, if any, will be held in this matter.

Authority for this proceeding derives from Public Law 112, 84th Congress, 1st Session and is contained in Sections 1, 4(i), 303(g) (i) and (r) and 403 of the Communications Act of 1934.

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Mary Jane Morris
Secretary

Adopted: January 8, 1958
Released: January 9, 1958

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UNCOMMUNICATIVE

"The Commission believes that it would be premature to comment on the report of Mr. Cox [Kenneth A. Cox, special tv counsel to the Senate Commerce Committee] until it has completed its deliberations with respect to the Network Study Staff Report."

This is the essence of the FCC's Dec. 24 notice to Sen. Warren G. Magnuson (D-Wash.) in compliance with the Senator's request last summer that the Commission advise the Senate Commerce Committee, of which he is chairman, of FCC views on Mr. Cox's special report on television network practices. The Cox report, issued last June, recommended many of the same solutions advanced by the Barrow Report. When it was issued, Sen. Magnuson asked that the FCC comment on it not later than 90 days after the issuance of its own network study report. The Barrow Report was issued Oct. 3.

The rest of the Commission's letter related the steps taken since issuance of the Barrow document.

issued. The third, and the one adopted, was the open hearing proceeding.

The Commission unanimously adopted the third course, it is understood, because it felt that it would be more expeditious to have witnesses available for questioning at the time statements were submitted.

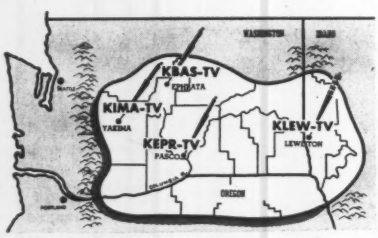
The "paper" route, it was felt would only swamp the Commission with burdensome written comments and without the spontaneity of having the witness present. The rule-making suggestion was deemed dubious because of the implications that the Commission favored a certain course.

The Commission emphasized in its public notice that it would use every effort to keep the hearing from getting out of control.

The notice of the oral hearing proceeding came two weeks after it was learned that the Commission had sent letters of inquiry to all three tv networks and about 25 stations on allegations of violations of present Chain Broadcasting Rules [LEAD STORY, Jan. 6]. The violations, all culled from Barrow staff findings, implied networks (1) forced affiliates to revise national spot rates to make them conform to network rates, (2) permitted primary affiliates to prevent the network from placing a program not carried by the primary affiliate on another station, (3) allowed primary affiliates to exercise veto power over the network affiliating with a station in a market which the primary affiliate claimed as part of his service area, and (4) used the promise of rate increases to talk affiliates into more clearances.

Take off that gray flannel, Smidley.

You can't even *look* like Madison Avenue anymore. Why, every other buyer in the business is snapping up this Cascade buy. Where ya been, Smidley? This Cascade is tremendous. An exclusive billion-dollar television market—the biggest single buy in the West and getting bigger every day. Let's get a bundle on it, Smid, or you've had it.



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CBS, NBC Defend Plans In Briefs Filed at FTC

CBS and NBC have filed briefs with the Federal Trade Commission defending their chain store promotion plans and asking the commission to reverse the decision of a hearing examiner finding that six grocery manufacturers illegally discriminated among their store customers by using the broadcast merchandising plans [GOVERNMENT, Oct. 28, 1957].

The networks, not respondents in the case but owners of stations involved, were granted leave to file *amicus curiae* briefs in connection with the manufacturers' appeal. They were denied permission to participate in oral argument before the commission, which in effect will be ruling on a merchandising scheme widely used in the broadcast industry.

The CBS brief defending its "Supermarketing" plan counters the examiner's conclusion that the manufacturers supported the promotion plan, saying he might "with equal cogency . . . conclude that the respondents paid WCBS' rent or for equipment or salaries." The network's "Supermarketing" plan is supported by total revenue (local and network sales), the brief states. Government counsel contends that manufacturers financed free time for stores (given them by stations in return for display space).

The paper pointed out that CBS' promotion scheme "has been directly ruled upon in a proceeding to which CBS was not made a party and in which it was denied the right to intervene and even to argue orally before the examiner."

NBC's brief dealing with its "Chain Lightning" promotion cites a letter written in 1949 by Allen M. Jones, identified as former general counsel of the FTC, in which he "approved" a radio plan for piping radio commercials through loudspeakers in customer stores of advertising suppliers. Not all customers of the advertisers could participate in the plan, but "this incidental discrimination . . . was ruled not to taint the overall plan," the brief states.

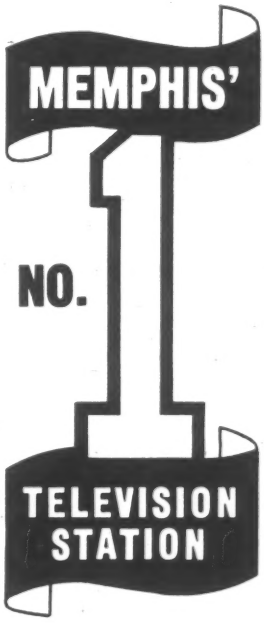
In another development, the FTC dropped charges against one of the nine suppliers originally charged with illegal discrimination through use of broadcast promotion plans. Pepsi Cola Co., New York, was cleared Wednesday when the Trade Commission adopted an examiner's recommendation to drop the case because of a "lack of potential proof."

Tv Test Standards Continued

The FCC last week authorized tv stations to continue to conduct test transmissions in accordance with the previous Commission notice on the matter until Oct. 3 of this year, pending the adoption of a standard test signal. These signals, transmitted during program periods, serve as guides for station engineers and are unseen by home viewers. The time for filing comments in this proceeding has been extended to June 13.

The FCC warned that the equipment used during the test authorization may become obsolete when final specifications are adopted, the implication being that stations should

WREC-TV, Channel 3 is Always First in Memphis!



. . . delivering top coverage with **top shows . . . full power . . .** and **highest antenna!**

First by A.R.B.!*

WREC-TV	STATION "B"	STATION "C"
39.0	35.9	28.4

* A.R.B., November 1957, Sign On to Sign Off, Sun. thru Sat.

First by PULSE!*

(Competitively Rated Quarter Hours)

STATION	LEADS IN QUARTER HOURS	TOTAL RATING POINTS
WREC-TV	269	5678.0
STATION "B"	64	4350.1
STATION "C"	28	3529.1

* Pulse, November 1957, Sign On to Sign Off, Sun. thru Sat.

WREC-TV
CHANNEL 3 MEMPHIS
Covering the entire Mid-South!

CBS TELEVISION

Represented Nationally by The Katz Agency

Look, Ma!!!

No Ratings!!!

—Sets in use is all you need to know for the California-Oregon Trio — exclusive vhf coverage for nearly 100,000 tv families who can't be reached either by San Francisco or Portland.

SETS IN USE . . . SUMMERTIME

	KIEM-TV3 Eureka California	KBES-TV5 Medford Oregon	KOTI-TV2 Klamath Falls Oregon
SIGN-ON to 6:00 PM			
Mon-Fri	25.2%	23.8%	24.9%
Saturday	17.7	18.0	20.8
Sunday	16.7	23.3	23.1
6:00 PM to SIGN-OFF			
Monday	55.6	58.9	52.1
Tuesday	50.9	59.5	47.1
Wednesday	56.5	49.0	50.0
Thursday	55.7	52.3	54.7
Friday	57.6	48.9	47.9
Saturday	47.0	43.9	41.7
Sunday	53.3	43.8	39.4

Interviewing was done in each area under personal direction of Kenneth H. Baker, July 6 through August 6, 1957.

Three Markets—One Billing

KIEM TV 3—Calif Eureka | KBES TV 5—Oregon Medford | KOTI TV 2—Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
Tv Families	92,720
Retail Sales	$485,803,000
Consumer Spendable Income	$610,357,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16
or ask BLAIR *Television* ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

not invest too heavily in what could be only temporarily usable equipment. Stations originating such test signals were requested to notify the Commission.

Town Estimates Completion Of TASO Report Late in 1958

The final report of the Television Allocations Study Organization, organized late in 1956 to study the vexatious vhf-uhf problem, should be completed toward the end of 1958, TASO executive director George R. Town said last week. Dr. Town's estimate was made in the 1957 annual report.

Most of the work of TASO panels probably will be finished by the middle of 1958, Mr. Town stated, but the analysis of propagation data "might well require two years to bring to a true state of completion." However, an "intensive" study of propagation data could be readied in an additional six months after the middle of 1958, Dr. Town declared—which would bring the final TASO report in as 1958 draws to a close.

Previously, TASO estimated completion of its chores by June 1958.

TASO was set up following a suggestion by then FCC Chairman George C. McConnaughey for a "crash program" to investigate the vhf-uhf problem and to submit findings to the FCC. It is underwritten by NAB, EIA, Assn. of Maximum Service Telecasters, Committee for Competitive Television and the Joint Council on Educational Tv.

Dr. Town pointed out that there have been 13 meetings of the TASO board in 1957, 11 meetings of the Panel Coordinating Committee, and 39 meetings of the six panels. Dr. Town said he traveled over 28,200 miles during the year attending TASO meetings, demonstrations and to speak at meetings. He also pointed out that 233 engineers from 131 organizations are serving on TASO units.

Hearings Planned on 1789 Law

Rep. John Moss (D-Calif.), chairman of the House Government Operations Subcommittee, last week announced that hearings will be held Feb. 3-4 on a proposed amendment to the government's "housekeeping" statute. The law, on the books since 1789, authorizes federal agencies to keep records and has been improperly used as authority for withholding information from the public and Congress, according to Rep. Moss. News industry representatives, including Sigma Delta Chi (national journalism fraternity), will be asked to testify.

Boggs Seeks Educational Tv Aid

Rep. Hale Boggs (D-La.) last week introduced a bill (HR 9634) which would provide up to $1 million to each state "for the establishment and improvement" of television stations. The bill requires that a state first receive a tv grant from the FCC and then apply to the U. S. Commissioner of Education for financial assistance and was referred to the Committee on Education & Labor. It is similar to a measure (S 2119) introduced last spring by Sen. Warren Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee [GOVERNMENT, May 27, 1957].

FCC Prepares to Deny Petitions Against Okay of KOB-AM-TV Sale

The Commission last week began preparing documents to deny a total of five petitions by three stations requesting a review of the approval, last March, of the transfer of Control of KOB-AM-TV Albuquerque, N. M., from Time Inc. and the late Wayne Coy to KSTP Inc. One of the petitioners, AB-PT (WABC) N. Y., intends to argue its case before the U. S. Court of Appeals in Washington on Jan. 22.

The petitions to the FCC on the KOB transfer specifically requested a review of certain rulings of the examiner, termination of KOB's operating authority on 770 kc and dismissal of applications for modification of KOB's cp and license. WABC also asked the Commission to reopen the record and expand the issues.

Others participating in the request to review the KOB case, besides AB-PT, were KXA Inc. (KXA) Seattle, Wash., and Westinghouse Broadcasting (WBZ) Boston, Mass.

FCC Petitions Appeals Court To Rehear St. Louis Argument

The FCC last week petitioned the U. S. Court of Appeals in Washington to reconsider its stay order stopping the transfer of St. Louis ch. 11 by CBS to 220 Television Inc. and two other unsuccessful applicants [GOVERNMENT, Jan. 6]. The Commission said no irreparable injury had been shown to exist and that there were grave doubts that St. Louis Amusement Co. could win the case on its merits.

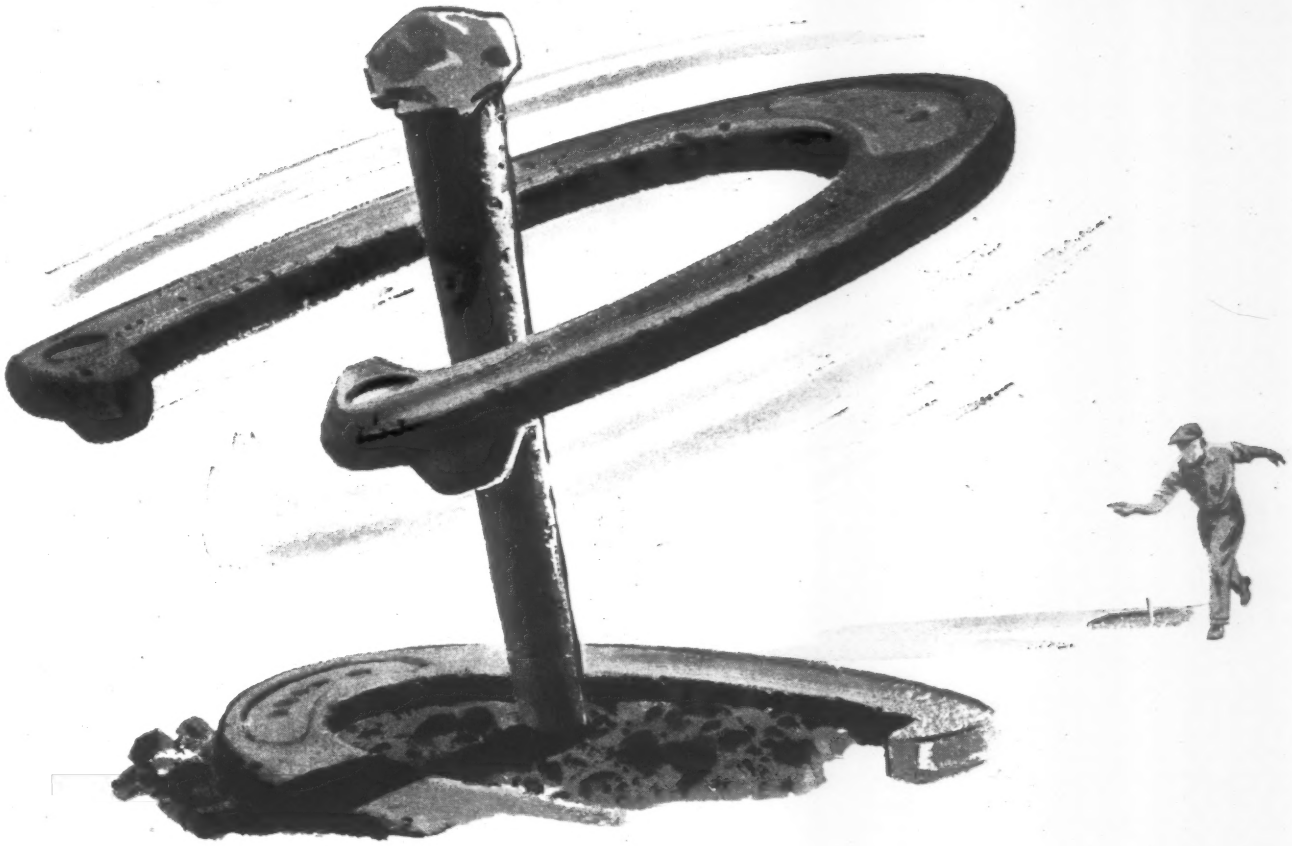
St. Louis Amusement Co. had asked for the stay, pending the outcome of its appeal from an FCC decision granting CBS the right to award the ch. 11 grant to the other applicants. The transaction is part of a switch whereby CBS bought the facilities of ch. 4 KWK-TV St. Louis for $4 million and relinquished its ch. 11 construction permit to its erstwhile opponents without payment. The Commission's request last week to the court asked that all nine members of the appeals bench rehear the argument. The stay was ordered by a vote of two to one, two weeks ago.

Revercomb Named Ford Legal Aide

FCC Comr. Frederick W. Ford announced last week the appointment of George H. Revercomb, now with the legal department of the Southern Railway System, as his legal assistant. Mr. Revercomb's appointment is effective Jan. 16.

MR. REVERCOMB

Mr. Revercomb, son of Sen. Chapman Revercomb (R-W. Va.), was born in Charleston, W. Va., in 1929. He received his B.A. degree from Princeton U. in 1950 and his law degree from the U. of Virginia in 1955.



You Might Pitch A Ringer 8 Times Out of 10—*

BUT . . . *YOU NEED WKZO RADIO TO HIT PAYDIRT IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!*

6-COUNTY PULSE REPORT KALAMAZOO-BATTLE CREEK AREA—MARCH, 1957 SHARE OF AUDIENCE—MONDAY-FRIDAY			
	WKZO	**Station "B"**	**Station "C"**
6 A.M.-12 NOON	35	20	9
12 NOON-6 P.M.	30	21	10
6 P.M.-12 MIDNIGHT	29	21	10

Reach out and ring up the biggest share of the Kalamazoo-Battle Creek and Greater Western Michigan radio audience, with WKZO. Pulse figures at the left prove that WKZO delivers it—*morning, afternoon and night!*

Many of the most impressive ratings are for WKZO local shows—with several giving up to 41% Share of Audience *—or over twice the share of the nearest competition!*

Want more facts? Ask your Avery-Knodel man!

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Ted Allen won the championship in 1955 with an .863 ringer average in 35 games.*

ALREADY AVAILABLE

In its announcement of public hearings on the Barrow report, the Commission referred to the fact that the 1,500-page Barrow Report was due to be reprinted shortly by the Government Printing Office.

The most inclusive chapter-by-chapter summary of the two-volume network study report was published as the lead story in the Oct. 7 issue of BROADCASTING. The same issue contained a verbatim reprint of Chapter XV of the Report, containing the staff's summary and recommendations.

FCC Denies McNary Petition For Fm Antenna Polarization

The FCC has denied a petition by James C. McNary, Washington, D. C., consulting engineer, asking that fm stations be authorized to use antenna systems employing either horizontal or vertical polarization. Though Mr. McNary's proposal "has some merit in that it would provide better reception of fm signals on automobile receivers using vertical whip antennas," the Commission said, "the possible adverse effects on home reception where horizontally polarized antennas are used" could be a "serious problem." In a dissent to the ruling, Comr. Robert T. Bartley stated that he "would make vertical polarization permissive."

The Commission noted that the existing rules now permit a station to add vertically polarized elements "to an existing horizontally polarized antenna system and thus radiate elliptically polarized signals" which include a "substantial vertical component."

FCC to Investigate Operation Of Vhf Booster in Northwest

The FCC last week said it would look into a complaint concerning the operation of a vhf booster in the Lewiston, Idaho-Clarkston, Wash., area.

Advised by Pete Thomas, manager of ch. 3 KLEW-TV Lewiston, that an 85-foot steel tower had been erected near the Idaho-Washington border and within two miles of the KLEW-TV tower with indications that it was intended for use as an on-channel booster, the FCC promised to take such action as appears "appropriate."

Ironically, the same week, the FCC granted two translators to Orchards Community Television Assn. Inc., Lewiston. At the same time the FCC denied petitions by KLEW-TV to designate the translator applications for hearing. The Commission was "of the opinion that tv service in that area would be improved rather than jeopardized by additional program outlets." The translators would operate on ch. 70, to translate programs of ch. 2 KREM-TV Spokane, and on ch. 76 to translate programs of ch. 6 KHQ-TV Spokane. Comr. Bartley favored a hearing in this case.

The entire problem of so-called unlicensed boosters has been a thorn in the Commission's side for some years. There is no authorization for on-channel boosters. For the past few years a partial solution has been found through the use of the translators, which lift programs from the vhf band into the uhf for re-transmission. Boosters, which operate on the vhf band, pick up a station's programs and "boost" them on the same vhf channel.

Boosters are usually located in far-flung rural areas which normally would not have access to tv. The FCC has ordered such boosters to cease operation only to be met by refusal. Court decisions have upheld the Commission's position. However, no U. S. marshals have yet taken to the hills to close down the unlicensed transmitters.

The FCC last July proposed rules which would limit vhf booster power input to one watt, establish minimum performance standards, prevent interference and require the inclusion of certain automatic devices to prevent malfunctioning during absentee operation. The time for comments on the proposed rules has been extended to Wednesday Jan. 15.

Two Texas Tech Directors Protest Proposed Tv Grant

Two members of the board of directors of Texas Technological College, holding an initial decision for ch. 5 Lubbock, told an FCC examiner last week they were opposed to the college engaging in television.

The trustees appeared before Hearing Examiner Millard French in the Lubbock ch. 5 hearing which followed an FCC order last year to reopen the hearing.

Originally Texas Tech was in hearing for the vhf channel with C. L. Trigg. Mr. Trigg later dropped out, leaving the school alone in its bid for ch. 5. An initial decision in favor of the grant of Texas Tech was issued in September last year. Last month the Commission ordered the hearing reopened to determine whether Texas Tech was legally qualified to operate a commercial as well as a non-commercial tv station. It also asked that all the facts be developed involving the offer by KDUB-TV and KCBD-TV, both Lubbock, to donate $30,000 each to Texas Tech and Texas Tech's payment to Mr. Trigg of $25,000 for out-of-pocket expenses.

The directors were J. Evetts Haley and Thomas Linebery. They said they had opposed the college's application for tv, and that they feared that acceptance of the KDUB-TV and KCBD-TV offers would obligate the college to refrain from commercial operation. The college proposes a non-commercial operation at present.

The hearing is tentatively scheduled to continue Jan. 15.

Baseball Commissioner to Meet With Congressmen on Sunday Tv

Baseball Commissioner Ford Frick plans to meet with Reps. Emanuel Celler (D-N. Y.) and Kenneth Keating (R-N. Y.) "within the next 10 days" to discuss what can be done about major league plans to add Sunday telecasts in minor league territory this spring.

Rep. Celler is chairman of the House Antitrust Subcommittee which last summer investigated professional sports and Rep. Keating is the ranking minority member. Last month, they warned CBS-TV not to finalize its Sunday baseball plans until the matter could be taken under study [GOVERNMENT, Dec. 16, 1957].

Mr. Frick has supported a minor league protest of the Sunday tv plans but cannot act because the Justice Dept. has advised organized baseball that any attempt to curb tv probably would violate antitrust laws.

AFM Local Wins Block Of Trust Funds Fees

Los Angeles Superior Court Judge John J. Ford on Wednesday granted the petition of a group of Hollywood musicians for a preliminary injunction to prevent recording companies operating in California from making payments based on 21% of the current recording wage scale to Samuel R. Rosenbaum, trustee of the Music Performance Trust Funds established by the American Federation of Musicians.

At the same time, Judge Ford denied the request of the Hollywood group, members of AFM Local 47, for similar injuctions against trust fund payments based on royalties from the sale of phonograph records, and on payments made into the trust funds by motion picture companies for the right to use theatrical motion pictures on tv.

The injunction granted by Judge Ford will block the payment of about $750,000 a year. The money will be held by the Citizens National Trust & Savings Bank, acting as receiver, pending the determination of proper ownership. The injunction succeeds a temporary restraining order which already has withheld the $375,000 due both for February and August 1957.

Injunctions were asked by the plaintiffs to prevent payments by record and motion picture companies to Mr. Rosenbaum until the courts have held a trial on the merits of the suits by the rebel musicians which claim that these moneys actually belong to the musicians employed in the manufacture of the records and motion pictures.

In requiring employers to make trust fund payments, national AFM violated its responsibility, as bargaining agent, to consider only musicians employed by those companies or eligible for employment, rebel musicians assert.

The basic suits, filed in November 1956 in the California Superior Court in Los Angeles [PERSONNEL RELATIONS, Nov. 26 and Dec. 3, 1956], ask $8.5 million damages from the parent union on behalf of some 6,000 musicians employed in the phonograph recording industry and $4.5 million from the national AFM on behalf of 2,400 musicians in the motion picture industry.

Networks Keep Busy In Labor Negotiations

Network labor negotiators were busy on several fronts last week, conferring with radio-tv union leaders on new contracts or preparing for upcoming negotiations.

Perhaps the most important development was the opening of negotiations in Boston between representatives of NBC and ABC and officials of the National Assn. of Broadcast Engineers and Technicians (AFL-CIO) for a new pact covering radio-tv engineers and other technical employes. The present pact expires Jan. 31 and expectations are that negotiators will be closeted in conferences for the rest of this month before a settlement is reached. It is reported that NABET is seeking wage increases ranging from 10% to 15%, as well as other fringe benefits. Some 1,400 employes at NBC and about 1,100 workers are involved.

CBS, meanwhile, is preparing for its upcoming negotiations with the International Brotherhood of Electric Workers to be held in Washington, D. C., Jan. 21. IBEW holds jurisdiction over radio-tv engineers and technicians at CBS. The current pact expires Jan. 31. The negotiations will affect about 1,200 employes.

The NABET-IBEW negotiations resulted in deferment of contract talks between CBS and NBC and the International Alliance of Theatrical Stage Employes and IATSE's New York Local 644 regarding a new contract for newsfilm cameramen. An IATSE official said the union agreed to hold up its negotiations until the network representatives were available. The contract expired on Dec. 31, 1957, and all terms of the new pact will be made retroactive to Jan. 1 of this year. Several hundred cameramen, employed as "casuals" and on a free lance basis, are represented by IATSE and Local 644 across the country.

IATSE's New York Local No. 1 last week reached an agreement covering stagehands and associated employes at CBS, NBC and ABC in New York subject to ratification of its membership. If approved, terms of the contract also will apply to workers at WABD (TV), WPIX (TV) and WOR-TV, all New York. Approximately 1,000 employes are affected by the agreement.

First in Fresno

The November '57 ARB reports —
Between 7 a.m. and 12 midnight
Sunday through Saturday
KMJ leads with 200 quarter-hour firsts
while Station A has 134, and
Station B has 132

IN TOTAL RATED TIME PERIODS

KMJ-TV • FRESNO, CALIFORNIA • Paul H. Raymer, National Representative

THE immediacy of on-the-spot reporting is evident in these blow-ups—from KTTV (TV) Los Angeles' coverage of the siege and capture of armed bandits Dec. 30 [DATELINES, Jan. 6]. Taken from footage shot by KTTV newsreel or from the tube, the pictures show (l to r) KTTV's remote unit working on dish equipment while the truck is moving into position; a cameraman ducks for cover as he hears a shot ring out—having no way of knowing it was the first tear gas bomb fired by police; Bill Welsh, station director of special events, crouches for cover while describing the action; hands in the air, the first bandit rushes from the gas-filled cafe to surrender; one of the six hostages held in the cafe collapses after his rescue; Mr. Welsh (r) attempts to interview one of the bandits who had a strong aversion to the microphone.

KTTV asserts the coverage was "television history in the making," as the first time that tv had given live coverage to an event of this kind. KTTV coverage lasted for an hour and 22 minutes.

DATELINES

Newsworthy News Coverage by Radio and Tv

MOSCOW—While many news media early last week were circulating the rumor that Russia had fired a manned rocket into space, KXOK St. Louis called Moscow and got a prompt denial. Reaching UP Bureau Chief John Shapiro within an hour of the original break in the U. S., KXOK newsman John Meyer learned that Soviet officials would not confirm the report. Mr. Shapiro said the rumor may have originated in Western diplomatic circles. Later the U. S. State Dept. suggested it could have been prompted by a space fiction program broadcast by Radio Moscow.

HOLLYWOOD—KABC here is sold on its helicopter mobile unit after the first week's performance. At the moment a boy, trapped in the mountains, was rescued, the KABC craft was hovering in the vicinity. The word was flashed back to the Hollywood studios, where newsmen got confirmation from officials and were able to broadcast what is claimed as a "clear-cut news beat." Within the hour interviews with the boy and his father also were aired by KABC.

FORT WAYNE—It was Sunday (Jan. 5) when a Saberjet crashed nearby, and Perry Steckbeck, newsman of WOWO Fort Wayne, heard the police report on his radio at home. With an early alert, Frank George was able to have the WOWO mobile unit on the scene broadcasting details and an interview with the pilot within an hour of his bail-out.

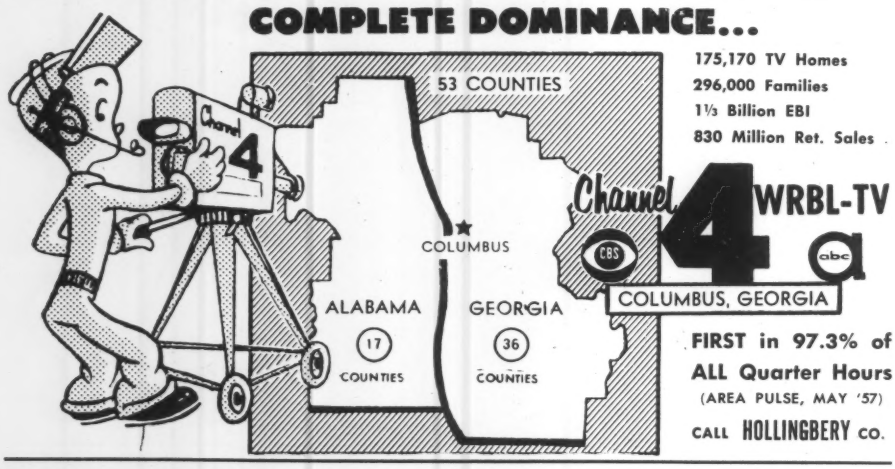
ORLANDO—WLOF in this Florida city got a round-up on freak weather in Central Florida by asking listeners in surrounding territory to telephone collect if it was snowing in their cities. Calls came from 65 miles around, and WLOF broadcast the beeper reports four times an hour day and night. Reacting as quickly as the weather changed, WLOF's sales department sold the reports to local and regional sponsors.

MIAMI—When the New Year's Eve King Orange Parade clogged the land route back to studios of WCKT (TV) Miami, newsmen resorted to the waterways to get a film report back. Discarding Biscayne Boulevard for Biscayne Bay and a speedboat, they docked at the studio lab doors in time to process parade footage and put it on the 11 p.m. news show.

NORFOLK—WTAR-TV here is setting a two-hour standard for getting sound-on-film coverage on the air. Newsman Everette Boykin lost nearly an hour in traffic Jan. 6, when a bomber crashed at 4:40 p.m., but still was able to have the film back and processed in time for the 6:30 p.m. Esso show. The week before, on Christmas Eve, Harry Nicholas covered a 9 p.m. fire and had film and facts ready for WTAR-TV's *Eleventh Hour News.*

WEAN-WPJB-FM in Legislature

The speaker of the Rhode Island House of Representatives granted permission to WEAN-WPJB-FM Providence to install microphones in the chamber and broadcast opening proceedings for the third straight year, according to H. William Koster, general manager of the stations. The *Providence Journal-Evening Bulletin* outlets did live pickups of ceremonies as the legislature



PHILCO
TLR-6 Microwave

Provides Maximum System Reliability for Unattended TV Relaying!

Philco TLR-6 microwave provides economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio channel. Here is a completely modern microwave system . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation.

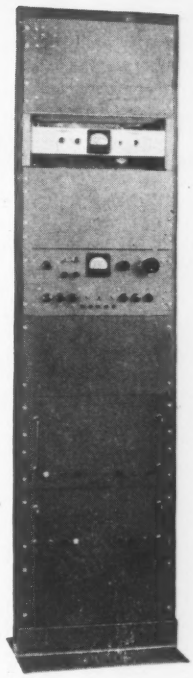
Heavy duty power supply provides 1 full watt output to insure outstanding operational reliability in continuous unattended service.

Philco TLR-6 provides S-T-L relaying in the 5900 to 7400 mc bands. All components mount in standard 19″ racks. Unitized circuit construction simplifies maintenance. Built-in test and metering circuits assure uninterrupted service at all times.

Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, over-water transmission or expensive rights-of-way.

Philco engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

- **Highly *reliable*, unattended one-watt operation**
- **Field proven in extended multihop applications**
- ***True* repeater permits top quality, long haul operation**
- **Highest power in the industry**
- **Full voice channel multiplexing**
- **Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance**



Write for Specification Sheet which describes the new Philco TLR-6 microwave system.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering.

PHILCO®

Government & Industrial Division
4708 Wissahickon Ave., Philadelphia 44, Pa.
In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

HIRSUTE PURSUIT

Roadblocks were set up by Virginia police after a Fairfax County bank was robbed of several thousand dollars by two men wearing false beards and driving a black automobile. WARL Arlington, Va., Executive Manager George Crump and disc jockey Don Owens were in the area and, as they both have (real) whiskers, were stopped by the police. The officers tugged on the suspect whiskers before being convinced of their genuineness and passing WARL's staffers on their way. The beards that caused this brush with the law were grown for the 1958 WARL Whisker Derby which hopes to raise at least $500 for the Brace Fund of the Children's Hospital, Washington, to buy orthopedic braces for youngsters in need. Men listeners are invited to grow beards and compete for the $300 prize awarded the finest beard. There also will be 14 other cash prizes given at the April 6 finals.

convened Tuesday, interrupting regular programs with frequent live broadcasts from the House chamber, under guidance of News Director Harry V. McKenna and a special events team accompanying him from the Providence stations.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WPON PONTIAC, MICH • Sold to Chief Pontiac Broadcasting Co. by Gerity Broadcasting (James Gerity Jr., president) for $275,000. Chief Pontiac Broacasting is owned by Edward E. Wilson (35%), son of former U. S. Secretary of Defense Charles Wilson; John C. Pomeroy (10%) president of WILS Lansing, Mich., and Lansing Broadcasting Co. (55%), licensee of WILS. WPON operates on 1460 kc with 500 w. The application for this sale has been filed with the FCC.

KBAM LONGVIEW, WASH. • Sold to Paul D. Wickre, recently with RCA's government service division and Page Communications Engineers, by John Truhan and W. Gorden Allen, operators of several Pacific Northwest stations, for $84,500. Jack L. Stoll & Assoc. was broker. KBAM recently was granted a shift from 1220 kc 1 kw daytime to 5 kw on 1270 kc. The station has a pending application for tv ch. 33.

KWSL-TV NORTH PLATTE, NEB. • Construction permit for ch. 2 outlet sold to North Platte Television Co. by Goldenrod Tele-Radio Co. for $5,000 plus 100 shares of stock in North Platte to Ray J. Williams, president and one-third owner of Goldenrod. Rush Clarke is president and 4.3% owner of North Platte Television. Mr. Williams is 60% owner of KRFC Rocky Ford, Colo. The application for this sale has been filed with the FCC.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 107.*

KOVR (TV) STOCKTON, CALIF. • Sold to Gannett Co. (Gannett newspapers-broadcasting interests) by Hoffman Radio President H. Leslie Hoffman and associates for $1,477,239. Gannett owns newspapers in New York, New Jersey, Connecticut and Illinois, and also WHEC-AM-TV Rochester, WENY Elmira, WHDL Olean (minority), WINR-AM-TV Binghamton, all New York, and WDAN-AM-TV Danville, Ill. Comr. Bartley voted for a McFarland letter. This sale follows the breakdown of a deal to sell the ch. 13, ABC-affiliated station to Hudson Valley Broadcasting Co. (Lowell Thomas, Frank Smith and others) due to the tight money market [CLOSED CIRCUIT, Nov. 11].

WJMS-TV IRONWOOD, MICH. • Ch. 12 construction permit sold to WDMJ-AM-TV Marquette, Mich., for $10,000 to be a full satellite of ch. 6 WDMJ-TV. WDMJ stations are owned by Frank J. Russell, president of WMIQ (TV) Iron Mountain, Mich.

More Than Half of Radio Spot Sold in Top 20 Markets in '57

The top 20 markets of the country in 1956 once again accounted for more than half of the national total of spot radio billings.

The top 10 markets accounted for almost 40%.

These figures were released last week by H-R Representatives in an analysis of the 1956 radio financial data issued the preceding week by FCC [GOVERNMENT, Jan. 6].

H-R officials said that "the concentration of radio spot billing in a handful of top markets marks the perpetuation of a trend which was first evident in 1954 and continued without significant variation in 1955 and 1956."

They offered this year-by-year breakdown:

	—1954—	
Markets	Billing	% of Total
Top 10	$46,666,628	38.8
Top 20	61,545,198	51.2
	—1955—	
Markets	Billing	% of Total
Top 10	$49,760,632	41.3
Top 20	64,102,726	53.2
	—1956—	
Markets	Billing	% of Total
Top 10	$58,024,559	39.9
Top 20	75,065,654	51.6

For all markets throughout the country, FCC reported spot radio billings in 1956

12
JAXIE'S LESSON IN LOGIC
Over ¼ million TV sets tune regularly to WFGA-TV, NBC television to 64 counties in South-Georgia and North-Florida.
You can't reach the rich Florida-Georgia market without Jacksonville.
You can't reach the multi-billion dollar Jacksonville-area market effectively without WFGA-TV.
So, the assignment is to apply the above facts to your TV schedule to solve your sales problem.
BASIC NBC AFFILIATION
Represented by
Peters, Griffin, Woodward, Inc.
WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

Fashion's a wow in Wahoo

via Air EXpress with exclusive door-to-store delivery!

America's so-called "sticks" are going the way of the Toonerville Trolley. From Wahoo, Nebraska, to Waites Corner, Massachusetts, today's ladies want Fifth Avenue fashions. Not tomorrow. But right now. So an alert dress manufacturer expands his sales by bringing style to small-size, big-money towns, coast to coast, overnight! And he does it via Air E*X*press, the *only complete* door-to-store air shipping service to thousands of cities and towns!

You can expand your market in exactly the same way —no matter what you make, or where. Air E*X*press gives you every metropolis in the nation, plus some *21,000 off-airline communities!* And it's Air E*X*press that puts at your beck and call 10,212 daily flights on America's scheduled airlines, 13,500 trucks (many radio controlled), a nationwide private wire system, a personnel of 42,000. Yet Air E*X*press is inexpensive; for instance, a 15 lb. shipment from New York to Fitchburg, Massachusetts costs only $3.50 with Air E*X*press — $2.30 less than any other complete air shipping method. Explore all the facts. Call Air E*X*press.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS... division of **RAILWAY EXPRESS AGENCY**

came to $145,461,000, a gain of 20.8% over 1955's $120,393,000.

The H-R study, made under the supervision of Paul R. Weeks, partner and vice president of the station representation firm, was based on the market-by-market reports issued by FCC. The top 10 and top 20 markets were chosen on the basis of retail sales within their metropolitan areas, as defined by the Census Bureau.

WBC Cites '57 Billings Gains, Sees New Increases for '58

Westinghouse Broadcasting Co. officials last week looked forward to "an even more promising opportunity" for the company's radio-tv operations in 1958 after citing gains of 6.3% in tv billings and of 27.6% in radio billings in 1957 over 1956.

A. W. Dannenbaum Jr., vice president-sales for WBC, observed the tv gain was accomplished "after appropriate adjustment, for new, competitive stations in Pittsburgh and Boston." Based upon 1957 results, Mr. Dannenbaum projected a 5.9% improvement for the company's tv stations in 1958 over 1957.

Tom W. Judge, national television sales manager for WBC, forecast an industry-wide expansion of 8% to 10% in spot television over 1957, adding: "With their audience dominance and community service, we expect that the WBC stations will be among the more effective stations in the industry in 1958."

The accomplishments of the WBC radio stations in 1957 and the outlook for 1958 were summarized in this way by Perry B. Bascom, national radio sales manager for WBC:

"1957 has underscored the continued recognition of radio as the most potent mass medium. Our stations enjoyed a record year, increasing gross billings by 27.6% over 1956. We expect to continue to grow in 1958 in the area of 6% over 1957."

Avery-Knodel Promotes Neuberth

Frederick G. Neuberth, who has been with Avery-Knodel Inc., station representative for 10 years, has been named director of radio research, a newly created post, it was announced by Lewis H. Avery, president. In announcing the establishment of a separate radio research department, Mr. Avery noted that the move was part of the firm's continued expansion in the direction of greater service and increased sales development efforts on behalf of represented stations.

Blair-Tv Reveals Operation Of 25-City 'Test Market Plan'

Blair-Tv revealed last week that it has had a "Test Market Plan (TMP)" in effect for some months.

The station representative has lined up 25 of the tv markets served by its station clients to participate in the plan which permits an advertisers to buy one, all 25, or any part of that number of markets, in order to test tv.

As explained to advertisers last week, TMP is designed to ease the way for new advertisers or for advertisers' new products without testing tv on a costly, national basis.

While similar plans have been in effect, Blair-Tv noted that its TMP "is probably the first market research provided at absolutely no additional cost beyond the normal charge for the media involved."

Under the plan, the station in each test market pays for all research costs. Research is conducted by The Pulse Inc. which incorporates product questions along with its regular interviewing in the market.

According to the firm, advertisers can test via TMP the following: brand awareness and actual merchandise movement, relative effectiveness of spot tv vs. other media, right copy approach to the sales story, most effective commercial length and advantages or programs vs. announcement schedules, live or film, daytime or nighttime.

Nine Engineers Strike at WOV

Nine engineers began a strike against WOV New York last Tuesday in a dispute said to center around the working locations of the staffers, who operate both from studios in New York and transmitter-studios in Carlstadt, N. J. The strike started while negotiations were being held with Local 1212, International Brotherhood of Electrical Workers for a new contract to replace the one that expired Dec. 31, WOV reported. The station remained on the air with supervisory personnel. IBEW officials could not be reached for comment.

Presentation Introduces WCUE, WICE to New Rep, Avery-Knodel

An unusual presentation took place in New York last week when the Elliot Stations (WCUE Akron and WICE Providence) presented a color sound film especially to introduce the market and the station activities to its new station representative, Avery-Knodel. The color sound film was narrated by Tim Elliot, president of the Elliot Stations. The film described the growing Akron and Providence markets, the community activities of the stations, the station personalities and the format of the stations, which is basically music, news and public service. The stations also editorialize on everything from political candidates to basic community problems three times a week.

WCUE went on the air in February 1950 and WICE was acquired by the Elliots in August 1956. Both are daytime independents but WICE expects to go fulltime shortly. At the showing Monday the following represented WCUE: Harley Lucas, vice president and station manager; Jack Maurer, vice president in charge of sales; Jean Elliot, vice president, promotion manager; from WICE: Gus Parmet, sales manager, and John Crohan, vice president and station manager.

REPRESENTATIVE APPOINTMENTS

KVII (TV) Amarillo, Tex., names Venard, Rintoul & McConnell as its national representative and Clarke-Brown Co. as its southern representative.

KFEQ St. Joseph, Mo., names Venard, Rintoul & McConnell, N. Y.

KWBR Oakland, Calif., appoints Harlan G. Oakes & Assoc. as representative for Los Angeles and San Francisco.

WEIR Weirton, W. Va., recent NBC affiliate, appoints Weed & Co.

STATION SHORTS

WIP Philadelphia reports that 10-month period (February-November) sales reached highest point in station's history. Local sales currently are 8% ahead of 1956 and national sales 19% ahead.

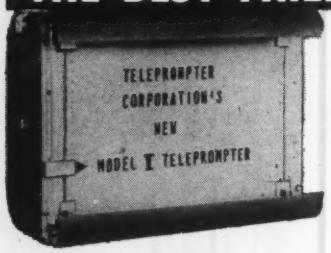
WCCO Minneapolis-St. Paul employes received share of stock in CBS as Christmas gift from station management and owners. Station reports that nearly 100 employes received stock.

WRC-FM Washington reports it is off air for 30 days, effective Jan. 8. Reason given is station's transfer of broadcasting facilities from present location in Sheraton Park Hotel to new headquarters at 4001 Nebraska Ave., N. W.

KRUX Phoenix has increased power to 5 kw and has changed frequency from 1340 kc to 1360.

WCSH-TV Portland, Me., reports that credit of 5% to be applied against subsequent business will be allowed any advertiser using in excess of $20,000 annual billing for time charges, providing second year business is continued at rate of $400 or more weekly.

THE BEST FRIEND A STATION EVER HAD!



"TelePrompTer is to a station what the television set is to an average viewer. Neither can remember how they managed prior to the acquisition of same."

Mr. Harry Kalkines
Program Director
WMBR-TV, Jacksonville, Florida

TELEPROMPTER CORPORATION

Jim Blair, *Equipment Sales Manager*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

For rear screen projection at its unquestionable finest – ask for a demonstration of the new TelePro 6000.

NCAA CASTS WARY EYE AT PAY TV

A new look at pay tv was taken last week by National Collegiate Athletic Assn.

For many years NCAA has entertained dreams of vast riches from college football—money enough to finance complete athletic programs at most colleges.

Now NCAA is acting to evaluate the more realistic side of the subscription medium, judging by a report of its Television Committee headed by Robert J. Kane of Cornell U. The committee report was approved Wednesday at NCAA's annual meeting in Philadelphia.

The committee concluded that the 1958 college football tv program must include rules about pay tv, explaining: "The absence of definite restrictions might speedily destroy all of the gains achieved by the NCAA's lengthy and careful supervision of football television."

Since 1951 NCAA has held tight controls over football telecasts, allowing one game a week plus occasional regional and local games and letting an exclusive contract to the highest network bidder. This plan has been designed to prevent tv from cutting sharply into the attendance at college games.

Last week's report raised questions about the danger that uncontrolled pay tv might hurt college football. The committee said, "If subscription tv actually produces revenues of anticipated extravagance, the association through its Tv Committee must take a long and penetrating look at a situation which might result in such disproportionate financial benefits for a few member colleges that the whole existing institution of intercollegiate football would be quickly thrown out of balance."

The committee recommended that the 1958 committee, to be appointed soon, "give painstaking consideration to the likely impact of subscription, closed circuit and delayed television upon college football and shall include in the 1958 tv plan such provisions with respect thereto as it deems necessary to prevent adverse effects upon college football."

While NCAA concedes it can't predict how fast pay tv will grow, it expects to see both pay tv and closed-circuit operations under way next fall in some communities, citing developments in west coast baseball and the Bartlesville, Okla., Telemovies experiment. "Football being the most desirable of all autumn entertainment offerings, there is every likelihood that overtures for rights in this area of activity will be made before many months have passed," the report stated. A subcommittee made a study of this phase of tv during the year.

Closed-circuit telecasts of college football were on a small scale, covering only a few showings for alumni groups.

An attendance study of the 1957 football season showed an increase of 1.4% to 15 million paid admissions over 1956, compared to a 4.6% gain the previous year. The flu epidemic was described as a factor cutting the amount of increase.

The committee commented, "The bare attendance figures are misleading if they suggest that the harmful effects of even limited television have been eliminated or even neutralized. Although attendance in 1957 rose 1.4%, the combined averages of population, income and enrollment jumped 3.6%.

"The Southwest, with consistently the best avoidance of tv competition due to its exceptionally heavy scheduling of night games, has with equal consistency experienced the greatest gains in ticket sales since the pre-television era. And the East, which has faced the most competition from 'free 50-yard line seats' has seen its paid attendance fall farthest since 1947-48."

Nielsen figures compiled for NCAA show that the average rating of a year ago, 30.5, was maintained in 1957. The greatest number of homes reached was 14.8 million for the Army-Navy game Nov. 30, or 29.6 million people. The average weekly audience was placed at 23 million people. A "coverage factor" of 98.0%, or 0.6% above 1956, "indicated that virtually every segment of the country equipped to receive television viewed the NCAA games," according to the report.

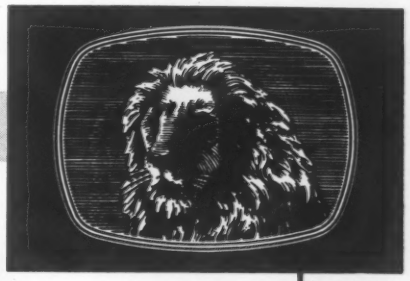
Discussing financial aspects of the 1957 football program, the report said, "When making its successful bid for designation

Complete M-G-M Library

NOW ON

WAKR-TV AKRON, OHIO

during PEAK EVENING hours



PLUS
- UNITED ARTISTS
- COLUMBIA • SCREEN GEMS
- NTA-"20TH CENTURY FOX"

AND OTHERS

Participations at Surprisingly Low Prices!

Call- KEN KEEGAN OR BURKE-STUART, INC.
PO. 2-8811, Akron New York, Chicago, Detroit, Hollywood, San Francisco

WAKR-TV • • • WAKR-RADIO
RADIO-TELEVISION CENTER • 855 COPLEY ROAD • AKRON 20, OHIO

as the network which would carry the NCAA program, NBC stated its willingness and intention to offer a payment of $185,000 for telecasting privileges on each of the eight single-game national dates, and $80,000 for each of the contests on the one three-game national date. It was on this basis that NBC proceeded to negotiate separate contracts with the home managements of each of the contests in the national series."

Sponsors of games on NBC-TV were Sunbeam Corp., Zenith Radio Corp., Bristol-Myers and Libbey-Owen-Ford. Bristol-Myers in turn sold half of its one-fourth segment to Reynolds Tobacco Co.

South Carolinians Meet Jan. 17-18

Network and agency speakers will address the winter convention of South Carolina Radio & Television Broadcasters Assn., meeting Jan. 17-18 at the Hotel Fort Sumter, Charleston. A reception and smorgasbord will be held the evening of Jan. 16.

Charles A. Batson, WIS-TV Columbia, is association president. Aiding in arrangements are J. William Quinn, WBTW (TV) Florence; J. Drayton Hastie, WUSN-TV Charleston, co-chairman of the convention; J. Forrest Ramsey, WJAY Mullins; Gerry Quick, WNOK Columbia; Randy Davidson, WAKN Aiken, and Louis M. Neale Jr., WBEU Beaufort, convention co-chairman.

Guest speakers include David E. Partridge, advertising-sales promotion manager, Westinghouse Broadcasting Co.; Edward Stanley, NBC public service program manager; Matthew J. Culligan, NBC Radio vice president; Don DuMont, timebuyer, J. Walter Thompson Co., Atlanta, and Lester Krugman, president, Lester Krugman Assoc.

Fellows Proposes Philadelphians Form Business Analysis Group

The formation of a business analysis committee by Philadelphia radio and tv advertising interests was proposed Wednesday by NAB President Harold E. Fellows. Addressing the Television & Radio Advertising Club of that city, he said the committee could provide once a month "a concise and effective summary of the business done during the previous 30-day period by the various retail categories in the marketing area."

Mr. Fellows contended periodic reports on the promise of prosperity could inspire renewed sales effort in some categories and install confidence in merchants. The service would be supplementary rather than competitive to reports issued by the Philadelphia Chamber of Commerce, he said, and could be provided in other cities by similar business analysis committees.

"Broadcasters are experts in the field of communications," he said. "Taking the raw material developed by your own business and industrial and mercantile associations, you can help in the difficult process of distributing it in places that will make it most useful and effective." He added, "If business statistics of this nature could be given to the merchants by broadcast sales representatives under the imprimatur of this club, it would serve to enhance the prestige of the radio and tv media in the area.

"If these statistics were related to the national economy's progress, in order that we could set up among the nation's retailers an even greater sense of competitive enterprise in a nation that thrives on competition, we might get something started that would do more than all of these other accepted economic ideas and concepts to thwart recession and encourage consumer confidence."

Chicago Jewish Groups Form Religious Broadcasting Unit

The establishment of a Radio & Television Commission to centralize Jewish programming efforts and cooperate with Protestant and Roman Catholic broadcast activities in Chicago was announced Wednesday.

Also involved in the consolidation of area religious programming are the Roman Catholic Archdiocese of Chicago and Church Federation of Greater Chicago. The new Jewish agency will be headed by Rabbis Lawrence H. Charney, Logan Square Congregation, and Leonard Mervis, Oak Park Temple, with Henry H. Mamet as executive director, according to Rabbi Henry Fisher, Congregation B'Nai Zion and president of the Chicago Rabbinical Assn.

The organization is partly the outgrowth of a radio-tv workshop clinic conducted by WGM-TV Chicago for some 70 rabbis last Dec. 3.

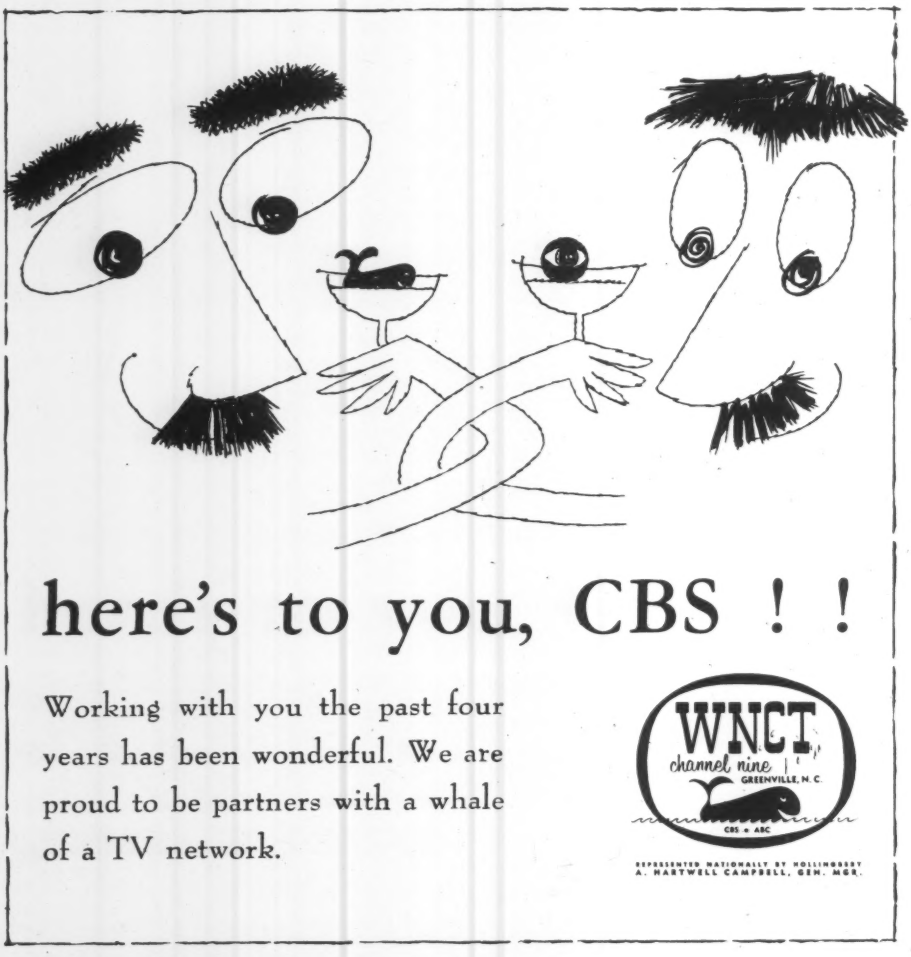
Besides representing Chicago Judaism, the commission will work closely with Rev. John S. Banahan, secretary for radio-tv material, Roman Catholic Archdiocese of Chicago, and Miss Pearl Rosser, executive secretary, Church Federation of Greater Chicago. It will receive financial support from the Jewish Welfare Fund and various participating groups and foundations and will headquarter in the Board of Jewish Welfare Building, 72 E. 11th St., Chicago.

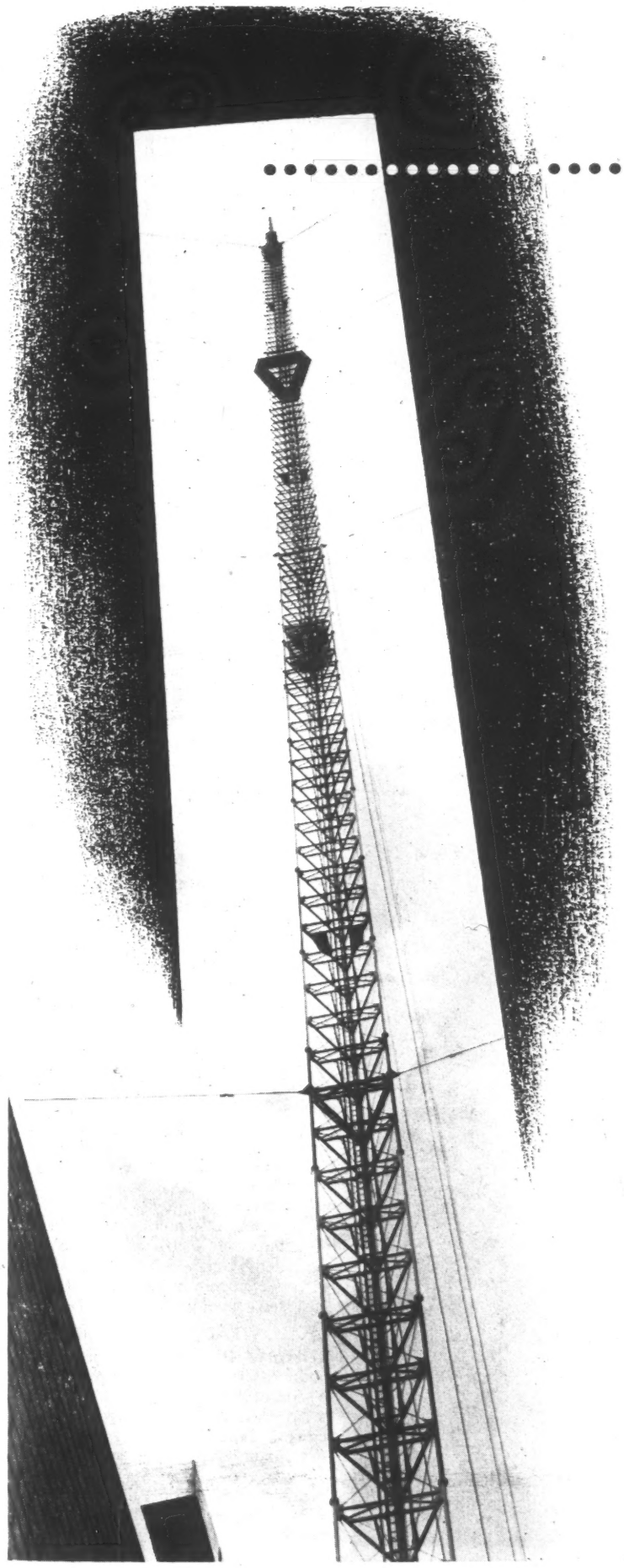
NAB Tells Story of Free Tv

A booklet telling the story of the U. S. system of telecasting has been published by NAB. Titled "Free Television—How It Serves America," the booklet is a companion piece to "Radio U. S. A.," which was published in 1953 and revised for the fourth time in April 1957. It is designed for the general public, and explains how tv works technically and how the American system of free tv was established. The text shows the role of tv in the national economy and in the life of the average family. News, the NAB tv code, and station and network operation are explained. Copies are available at 25 cents each from NAB.

Religious Broadcasters Set Meet

The annual convention of National Religious Broadcasters will be held Feb. 5-6 at the Mayflower Hotel, Washington. President Eugene R. Bertermann announced that several leading broadcast officials will take part in the program. These in-


here's to you, CBS ! !
Working with you the past four years has been wonderful. We are proud to be partners with a whale of a TV network.
WNCT
channel nine
GREENVILLE, N. C.
CBS • ABC
REPRESENTED NATIONALLY BY HOLLINGBERY
A. HARTWELL CAMPBELL, GEN. MGR.



REACHING UP
to reach out

KSLA-TV INCREASES COVERAGE 6 TIMES WITH NEW DRESSER-IDECO TOWER

Here's the story—

BEFORE: Beginning operation in December, 1953, KSLA-TV, Shreveport, La., was equipped with a 265' tower and served a population area of 177,100.

AFTER: In November, 1955 the station changed to full power operation with a new 1195' Dresser-Ideco guyed tower increasing population coverage to 1,089,350.

● When KSLA-TV decided to "reach up to reach out" they naturally turned their tower problem over to Dresser-Ideco.

Why? Because Dresser-Ideco knows towers . . . has been supplying stations with new and expanded tower needs since broadcasting began. Meeting many unusual requirements in location, loads and weather conditions has given Dresser-Ideco engineers a background in tower design and construction unmatched in the industry.

It's little wonder Dresser-Ideco is responsible for more than half of the nation's tallest TV towers and hundreds more of usual heights.

So when you are ready to "reach up to reach out" it's just good sense to call in Dresser-Ideco, regardless of whether your tower requirements are average . . . unusual . . . or spectacular.

For a practical talk about your tower, write Dresser-Ideco or contact your broadcast equipment representative.

Dresser-Ideco Company

ONE OF THE DRESSER INDUSTRIES

DRESSER IDECO

TOWER DIVISION, DEPT. T-3,
875 MICHIGAN AVE., COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

clude John C. Doerfer, FCC chairman; Harold E. Fellows, NAB president; Edward Stanley, NBC; Dr. George D. Crothers, CBS; Wiley F. Hance, ABC, and Robert F. Hurleigh, MBS.

Theme of the meeting is "Preserving Our American Heritage." Dr. C. B. Nordland, WMBI Chicago, and Rev. Ralph Freed, of "The Voice of Tangier," Morocco, will speak on religious broadcasting. Dr. Oswald C. J. Hoffman, of the *International Lutheran Hour,* will review work of this series.

ARTNA Report Expresses Concern Over Problems of Broadcast News

The chance of "massive and possibly even chaotic changes" in the financial base supporting news and related public service programs poses serious problems for broadcast newsmen, according to the Assn. of Radio-Television News Analysts. The association has issued a report on public service broadcasting with emphasis on news analysis.

Quincy Howe, ARTNA president, said the association hopes to interest a foundation or other group in financing a comprehensive study of news coverage, special events broadcasting and the educational, religious and cultural field. He lauded William Costello, of the association, for his work in directing the current study.

Besides reviewing the history of federal regulation and problems facing the news analyst, the report discusses operation of the NAB radio standards and tv code. "In the main the codes are pious verbiage," the report says. A section on American Federation of Television & Radio Artists suggests the union "is probably not in a position to advance the interests of newsmen professionally, whatever value it might have economically."

Pay tv is described as the most unsettling influence in the industry, with the possibility it can have a profound influence on the future of ARTNA members. "The FCC has never been weaker nor more political-minded than at present," it is stated.

Citing a need for comprehensive data on news broadcasts, the survey said the Assn. of Radio & Television News Editors (apparently referring to Radio Television News Directors Assn.), "which conducts a yearly convention, has never attempted to analyze itself quantitatively or statistically."

Networks are chided in a section on editorializing for incidents in which newscasts were edited or kept off the air in efforts to be objective in presentation of news. A statistical supplement shows data on programming at a score of stations plus a series of economic tables.

Still Photographers Adopt Code for Courtroom Behavior

A code of courtroom ethics has been adopted by National Press Photographers Assn., representing still cameramen, according to Robert McCandless, of the *Champaign-Urbana* (Ill.) *Courier,* chairman of the group's freedom of information committee.

The code was drawn up to aid cameramen in courtroom deportment so court decorum will not be disturbed, Mr. McCandless said. It advocates pre-trial conferences with judges to determine rules of conduct. Photographers are urged to dress conservatively, avoid flash shots, use telephoto lenses for closeups and pool pictures when necessary.

Newsreel and tv cameramen are advised to use noiseless cameras and a minimum of cables and to take advantage of natural courtroom light. Tripods should not be placed between court principals and the audience, the code states.

Rating Service Spokesmen To Address Disc Jockeys

The role of rating services in popular music broadcasting will be covered by three top research executives at the "Pop Music Disc Jockey Convention & Seminar" to be held March 7-9 under sponsorship of Storz Stations. The site will be the Muehlebach Hotel, Kansas City.

Rating service speakers will be Sydney Roslow, president of Pulse Inc.; Frank Stisser, president of C. E. Hooper Co., and Edward Hynes, president of Trendex.

The program opens March 7 with an evening reception to be hosted by the Storz Stations. Record companies will underwrite meals and the March 8 banquet. Attendance may reach 1,000, judging by present indications, said Bill Stewart, Storz national program director. Mr. Stewart is handling reservations at the Storz office in Kilpatrick Bldg., Omaha 2, Neb. All disc jockeys, program directors, and management personnel in broadcasting and record industries are eligible to attend.

Boorom Promoted by Sweeney To Direct RAB Member Service

Warren J. Boorom, Radio Advertising Bureau promotion manager, has been promoted to director of member service, effective Jan. 15, President Kevin B. Sweeney announced last week.

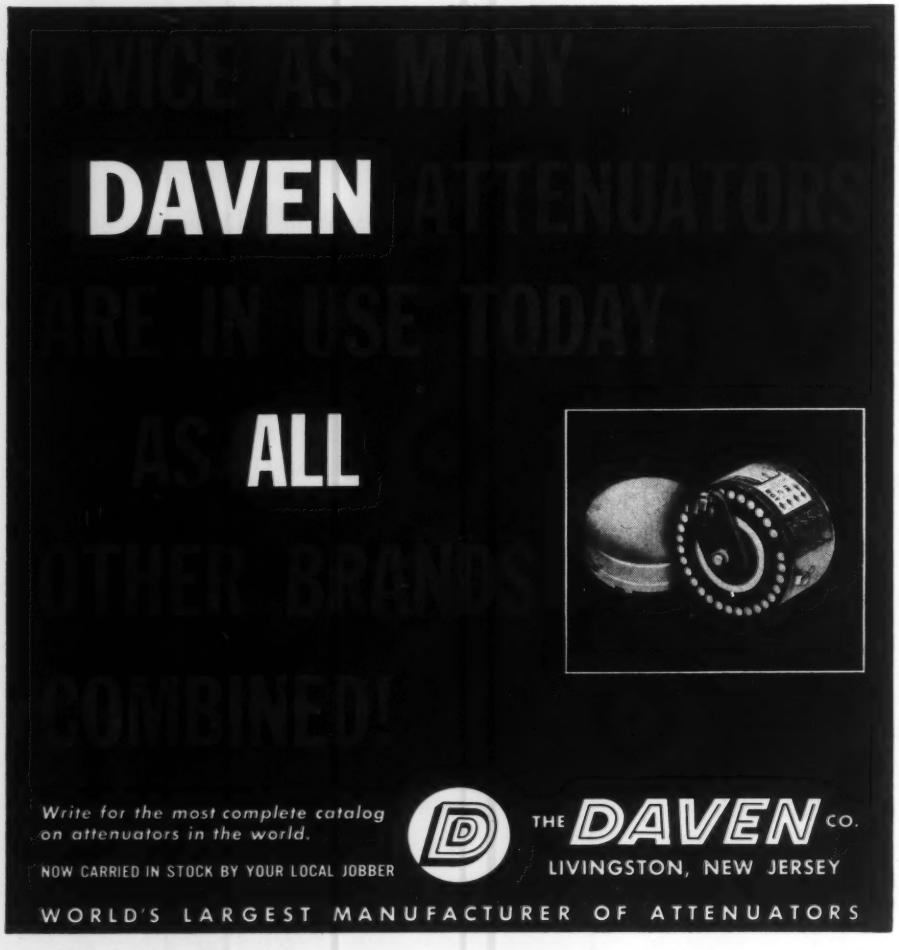
Mr. Boorom will be in charge of an expanded department that will have responsibility for increasing RAB's individual services to its members and also for expanding the bureau's station membership.

He will be assisted by four regional managers. From New York headquarters they will travel territories eight to twelve states in size to help RAB members and recruit new ones.

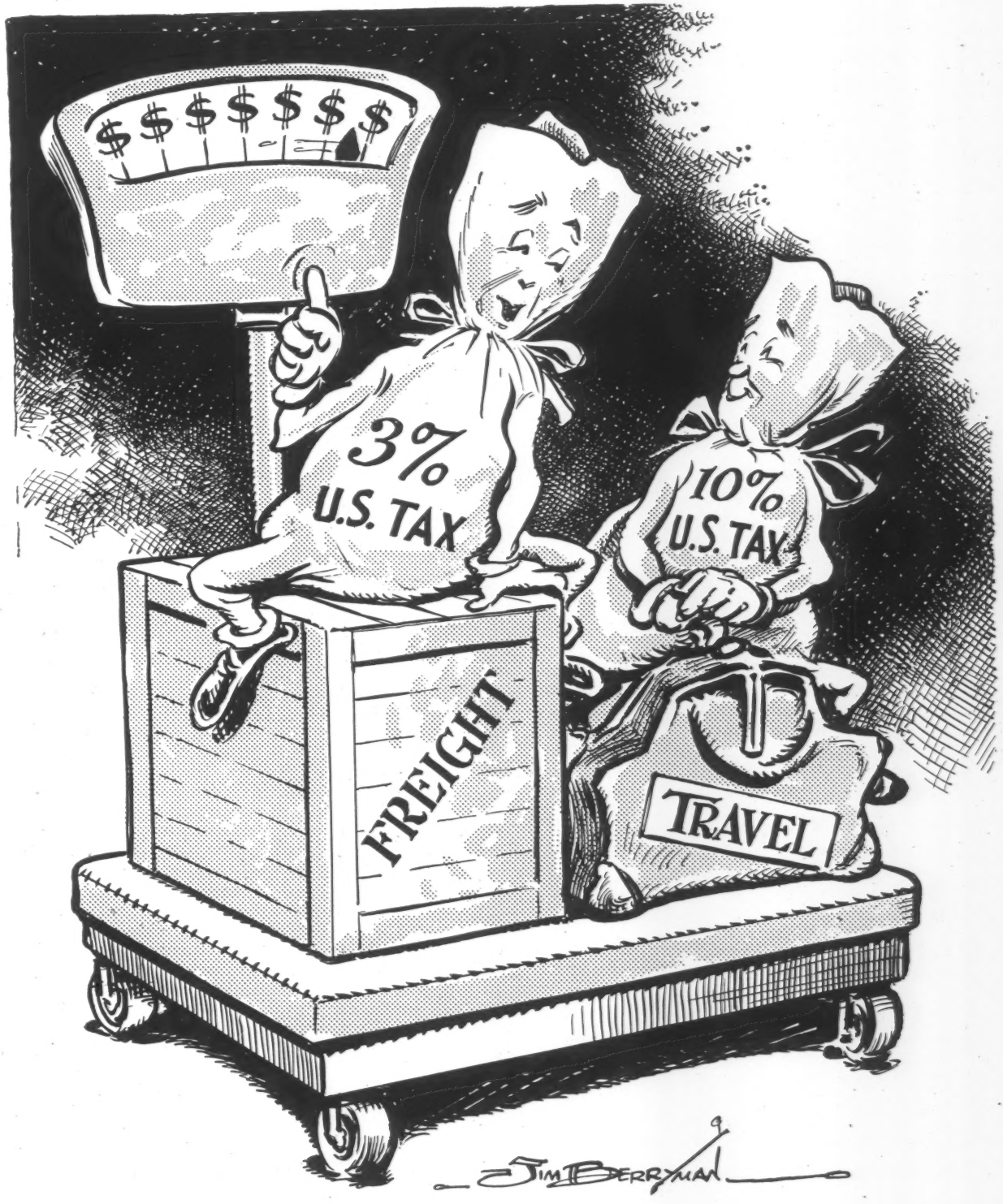
Some service functions of the promotion department also will be merged into the new department, which also will absorb personnel currently assigned to the membership department.

TRADE ASSNS. SHORT

Television Bureau of Advertising has announced it will give its presentation "The Vision of Television—1958" in Minneapolis today (Monday), Indianapolis Jan. 16, Cincinnati Jan. 17 and St. Louis Jan. 20. Presentation reports "latest research findings, answers questions of tv's costs, suggests new demonstration techniques, proves efficiency of tv and shows where it is going," company reports.


DAVEN
ALL
Write for the most complete catalog on attenuators in the world.
NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER
THE DAVEN CO.
LIVINGSTON, NEW JERSEY
WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

ADDED WEIGHT



for the ASSOCIATION OF AMERICAN RAILROADS

No Bad Morning News For KMPC Breakfast Audience

Good news.

Those two words sum up the story of the 8 a.m. newscasts on KMPC Los Angeles, sponsored each Monday-Friday morning for nearly eight years now by Harris & Frank, chain of 21 retail men's clothing stores in Southern California.

First, the series has meant good news listening for the public. Howard Flynn, news editor of the program, points out that each newscast is prepared on the theory that "just before, during or after breakfast, listeners are in no mood to hear about blood, gore, stabbings, bludgeonings and the like, so they get none of this. If such a story is so hot that it has to be used, we touch on it briefly so that the listener will know of the occurrence, but rewrite it for the breakfasting listener.

"Local and state capital news form a big part of the newscast, as do traffic and public health items and weather reports. The delivery contains the necessary amount of authority, but is kept informal. Stentorian tones and Voice of Doom delivery won't ever be found here. Further, every Harris & Frank newscast contains one or two features designed to prompt a chuckle or a laugh." As a result of this format the audience for the program has grown until reportedly it is the top morning newscast in Los Angeles, the number one program of any kind at 8 a.m. and the third most popular Monday-Friday daytime radio show of any kind in the area, with a 5.6 rating in the September-October Pulse report.

This popularity makes the daily newscast good news for its sponsor, proving the soundness of the thinking that launched the series and that has kept it going, summer as well as winter, past the 2,000-broadcast mark, reached in November. More convincing proof comes from the sales results of the program's commercials. For example, a few months ago, the stores stocked a new all-cotton, no-iron shirt and introduced it on the morning news. "At the end of the week they had to take the commercials off the air—sold out," reports Mr. Flynn, who as radio-television supervisor of Walter McCreery Inc., Los Angeles, is in charge of the commercials on the program as well as its news contents. The commercials are normally limited to two one-minute spots on each 15-minute newscast.

Early this fall, KMPC instituted an increase in rates. Before approving this boost in its advertising budget, Harris & Frank polled the managers of its stores, asking whether they thought the increase should be met or the program dropped. Overwhelmingly, the store operators voted for the retention of the morning newscasts.

OFFICIALS of the *Peoria* (Ill.) *Journal Star* and that paper's station, WTVH (TV) Peoria, try out the new "Fast-Feed" television service from newsrooms of the *Journal Star*. They are (l to r) Charles L. Dancey, assistant to the president of the *Journal Star;* Harold Phillips, station manager, WTVH; Charles A. West, business manager of the newspaper, and Henry P. Slane, president of WTVH and the *Journal Star*. Drawing on 26 newsroom specialists, the system operates on no set schedule, sending out microwave reports as news develops.

Utility Sponsors WFPG in Window

The Atlantic City (N. J.) Electric Co. features WFPG that city in the window of the downtown office it has converted into a studio-showroom for broadcasting *Reddy Kilowatt*, a program it sponsors Mon.-Fri. 3:30-5:30 p.m. Conducted by WFPG disc jockey Bob Weems, the show's format is music, news, household hints and contests. The company invites local appliance stores to become participating sponsors in this effort to increase use of kilowatt hours.

NAB Sends Guidance for Farm Day

Promotion kits to guide broadcasters in observance of Farm Broadcasting Day Feb. 1 have been mailed by NAB to the 1,000 radio and tv stations requesting the service. The theme of the Feb. 1 observance is, "Farm Broadcasting Serves Rural America." Kit material includes sample news releases, proclamations, lists of program and promotion ideas, sample scripts and announcements, list of free film material and background data for speeches.

Co-sponsoring Farm Broadcasting Day are the U. S. Dept. of Agriculture, National Assn. of Television & Radio Farm Directors and NAB. Organizations cooperating include the National Grange, American Farm Bureau Federation and National Council of Farmer Cooperatives.

WTXL Outlines New Music Policy

In a memo to employes, WTXL West Springfield, Mass., outlines its new music policy. Staffers are instructed that all announcements must be followed by music and not to dilute the efficacy of commercials with talk about the singer, bandleader or arranger. ("When we want a record advertised —we'll sell time for the purpose.") WTXL lists three rules for checking a record's worth: (a) It must have a pleasing melody not obscured by the arrangement. (b) The performance must not feature passages characteristic of rock 'n' roll (piano, twanging steel guitar, etc.). (c) No strident vocal renditions, "which virtually eliminates most female singers, many groups and certain male singers."

CBS-TV Film Sales Sets New Award

CBS Television Film Sales is offering an annual award for the top promotion merchandising campaign to the advertiser or agency which exhibits the most creativity in a comprehensive plan for bringing syndicated programs to the attention of the public, its own employes and business associates, it has been announced by Fred J. Mahlstedt, director of operations and production. The award will be presented in late February.

'Pegs' Plug 'Sweet Music' Policy

In observance of KPEG Spokane's "sweet music" policy, four girl d. j.'s spin records and give news and weather reports in soft voices. The "Pegs," as they are called, are Peg Long, Peg Warner, Peg Snyder and Peg Frank. The station stresses "easy-to-listen-to music," all time favorites and the ballad type "pop" in its new policy.

Bridge Players Get KTLA (TV) Show

Bridge fans are catered to by KTLA (TV) Los Angeles in its *What's the Bid?* (Wed. 8-8:30 p.m.). Robert Lee Johnson, bridge

R. C. CRISLER & COMPANY, INC.

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teacher-author, and Louis Quinn, comedy writer-tv personality, are expert and host on the show in which teams of players, chosen from all walks of life, vie each week for a $50 prize. The bridge hands are preselected and shown to viewers so they can follow the bidding. When the contract has been made, the contestants play out the hand for the money and eligibility to be challenged for following weeks until deposed. After the tournament, Mr. Johnson offers comments and instruction to KTLA viewers on how the game should have been played.

WNAC-TV Collects for 'Cinema 7'

A truck was hired by WNAC-TV Boston Dec. 6 to pick up 724 MGM movies from Culver City, Calif., for delivery to the station for its *Cinema 7* (Mon.-Fri., 1-4:30 p.m.) A report of the truck's cross-country progress was given to viewers nightly, creating considerable interest by the time it arrived Dec. 13. MGM's lion, Leo, flew from Los Angeles to Boston to meet the truckload of movies. WNAC-TV ran ads in *Tv Guide*, local newspapers and trade magazines as well as showing slides for a week before *Cinema 7's* Jan. 7 premiere. One of its sponsors gave a luncheon for food brokers and their sales staffs at which Norman Knight, WNAC-TV vice president introduced *Cinema 7's* hostess, Sue Bennet, and presented a preview of the show.

Big Bud Happy Event for WOOD

"Willy Wood," trademark of WOOD Grand Rapids, Mich., appeared in a series of ads in local papers publicizing the arrival of announcer-disc jockey Big Bud Lindeman. The first cartoon showed the woodpecker gazing through binoculars expectantly for the new staffer. Subsequent ads showed Willy getting everything in order and final pictures portray 6-ft-2-in., 220-lb. Mr. Lindeman being flown to WOOD by four storks.

CJCH Airs 'Woman's Week' News

CJCH Halifax, N. S., has a special 15-minute *Woman's Week* program on news of particular interest to women. Prepared and edited by Mrs. Olive Guthrie MacDonald, it deals with news of outstanding men and women in the political, artistic, humanitarian and fashion world.

'Dotto' Succeeds 'Strike It Rich'

A daytime television quiz program, *Dotto*, began on CBS-TV Jan. 6 (Mon.-Fri. 11:30 a.m.-12 noon). It replaces *Strike It Rich*, which was canceled. The new show is sponsored by Colgate-Palmolive Co., New York, through its agency, Ted Bates & Co., New York.

Town's Hottest Station—Says KYW

To convince listeners that KYW Cleveland, Ohio, is the "hottest station in town," it is airing records with "hot" titles ("We're Having a Heat-Wave," "Hotter Than That" and "I've Got My Love to Keep Me Warm," etc.) and interviewing workers in boiler rooms, steel furnaces and other hot locations. The Cleveland Fire Dept. is cooperating with KYW in a fire prevention drive incorporating a series of fire equipment displays outside its studios. The station's roving reporter, Ed Hersch, rides to conflagrations on fire trucks to give on-the-spot coverage. A mid-January beauty contest (for redheads only) also is being conducted to find the girl personifying KYW's warmth.

LICENSE PLATES with "TV" prefixes were acquired by WFMY-TV Greensboro, N. C., Program Director Gomer Lesch for staffers' cars. He is seen here with the tags, numbers 1 through 38, for which he made a trip to the Carolina coast so that WFMY-TV employes would be continually reminding motorists of their station and medium.

Fort Dodge Gets Bingo-Type Game

Now that bingo-type games are partially legal (one of the law's stipulations is that no fee or purchase be required of players), KGTV (TV) Fort Dodge, Iowa, has started a 13-week series of "T-Vingo" Jan. 7. The T-Vingo Co., Denver, reports that this home-participation game is "especially tailored for tv," as it requires no extra labor for filing or answering telephones.

KETV (TV) Promotes 'Kit Carson'

To promote the *Adventures of Kit Carson*, KETV (TV) Omaha held a contest to find the youngster who could best draw a picture of a pony shown on the tv screen. The contest was open to children of all ages and it reportedly drew 1,500 entries. The winner received a Shetland pony.

Bible Studies Aired by WMAL-TV

An experimental series of Bible study programs was started Jan. 5 on WMAL-TV Washington under the auspices of the Council of Churches, National Capital area. The course is being conducted by Dr. George M. Docherty, pastor of New York Ave. Presbyterian Church, Washington, in cooperation with American U. Six university students take part in the production.

New from TSC

A LOW COST LINE OF

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Precision Engineered for Highest Quality Kinescope Recording . . . Even With Unskilled Personnel

Highest Quality Recording For:

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(Adults who can buy)

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"Cool Cats" Get Their Kicks Elsewhere

More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station*

*NCS #2

Call Avery-Knodel, Inc.

ONE OF THE FIRST 100 MARKETS

WHBF

RADIO & TELEVISION

COMING!

Greatly Expanded TV Coverage from a New 1000 ft. Tower

CBS

REPRESENTED BY AVERY-KNODEL, INC.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

◄ **Robert H. Jones,** account service group head, McCann-Erickson Corp. (International), named vice president. He joined agency when Marschalk & Pratt became affiliated with it.

David T. Thomas, also ► account service group head at M-E, named vice president. Mr. Thomas joined agency in 1954.

Sheldon B. Sosna, formerly copy supervisor at Leo Burnett Co., Chicago, to Grant Adv. that city as vice president.

◄ **H. H. Dobberteen,** vice president and media director at Bryan Houston Inc. from 1954 through late last year, has joined Warwick & Legler in similar capacity. Mr. Dobberteen succeeds **Harry Way,** W&L media director, who has joined Erwin Wasey, Ruthrauff & Ryan. Before joining Houston, Mr. Dobberteen was media vice president at Foote, Cone & Belding and in various media posts at Benton & Bowles from 1935-1953.

◄ **Alfred Paul Berger,** copy chief, Emil Mogul Co., N. Y., named vice president. Mr. Berger joined agency in 1940 and resigned four years later to open his own agency. He returned to Mogul in 1954 as account executive.

Bernard Kramer, ► account executive, Emil Mogul, also named vice president. Mr. Kramer joined agency in January of 1956 after 22-years in advertising, including associations with Joseph Katz Co., Baltimore, and Scripps-Howard.

John Emmart, account executive on California Wine Advisory Board account and supervisor of merchandising of package goods accounts for Roy S. Durstine Inc., S. F., appointed vice president.

Tom Batman elected vice president at Cunningham & Walsh, N. Y. He becomes director of creative department and secretary of creative board at agency.

◄ **Daniel A. Packard,** former Kelvinator executive (1940-55), has been named vice president and marketing director of Geyer Adv., N. Y., Kelvinator agency, effective Feb. 3. He will work on Kelvinator division, American Motors Corp. account out of Geyer's Detroit office. His most recent advertising post was with McCann-Erickson as vice president and senior marketing executive. He left M-E in 1956.

Adrian Price, account supervisor, Wexton Co., N. Y., elected vice president.

Samuel L. Frey, media ► director, Colgate-Palmolive Co., to Ogilvy, Benson & Mather, N. Y., as vice president and media director.

Stanley D. Canter, di- ► rector of research, Ogilvy, Benson & Mather, appointed vice president

Don Arvold, general advertising manager of Pet foods, cereals and feed divisions of Carnation Co., will join BBDO, L. A., executive staff on Feb. 1.

C. Stuart Siebert Jr., vice president and senior account executive at Kenyon & Eckhardt, Chicago, appointed account supervisor on RCA-Whirlpool account. He succeeds **Jack S. Pettersen,** resigned to open own agency [ADVERTISERS & AGENCIES, Jan. 6].

John A. Garber, vice president, Al Paul Lefton Co., N. Y., to D'Arcy that city as account supervisor on Halo account.

James Fitzmorris appointed account supervisor and **J. P. Perry** account executive on new Kolynos toothpaste account at Tatham-Laird Inc. [ADVERTISERS & AGENCIES, Jan. 6].

Carl A. Shem, formerly at Compton Adv., and **Homer A. Yates Jr.,** previously with Allstate Insurance Co., to account executive staff of Needham, Louis & Brorby, Chicago. **Bruce W. Barnes,** formerly art director at Carl S. Brown, N. Y., to N L & B New York staff in similar capacity.

Bennett Foster, copy chief with Charles Bowes, Adv., L. A., to Stromberger, LaVene, McKenzie that city as copy supervisor.

George A. Bailey, formerly account supervisor, hard goods division, Dowd, Redfield & Johnstone, N. Y., to account group at Kastor, Farrell, Chesley & Clifford that city.

Robert Gibbons, radio-tv manager of McCann-Erickson's Cleveland office, transfers to Home Creative Dept. in N. Y., effective Jan. 20, where he will be creative group head on number of accounts, including Bulova. **Jerry Turk,** agency's radio-tv copy supervisor, will succeed Mr. Gibbons as radio-tv manager. **Harry Black** has been appointed to newly-created position of films and programs manager.

W. A. Jimison, advertising director, Chicago Milk Div., Borden Co., promoted to

advertising director, Chicago Central (fluid milk and ice cream) District of Borden.

Christian Valentine Jr., supervisor of production for tv-film and radio commercials, McCann-Erickson, N. Y., appointed director of tv-radio commercial production department. In his new post, Mr. Valentine will supervise both live and film commercial production.

Jim Cox, station manager, KDAY Los Angeles, to Glasser-Gailey Inc. (L. A. AAAA agency specializing in food products) as sales and promotion director.

George C. Anthony, media director, Stromberger, LaVene & MacKenzie, to Dan B. Miner Co., L. A., in similar capacity, effective Jan. 15. **Edith M. Grooms,** media director of Dan B. Miner, will take three months leave of absence from agency and return in consulting capacity.

Michael Sasanoff, formerly executive creative television supervisor of Biow Co., to Lawrence C. Gumbinner Adv., N. Y., as creative director of tv and radio department.

Ben Halsell, Texaco merchandising manager, to newly-created post of director of advertising and sales promotion for Texas Co., N. Y.

Faith T. Feltus, advertising manager, District Grocery Stores, Washington, to Larrabee Assoc. that city as media and research director.

◄ **Walter Henry Nelson,** public relations manager of Reach, McClinton's New York office, named director of public relations and publicity. Mr. Nelson joined agency last April after serving as editor of American Petroleum Institute's quarterly publication. He was associated before that with Radio Free Europe and has been freelance magazine writer.

Dr. William H. Lundin, chief psychologist for five years at Chicago State Hospital, teacher of graduate courses in field of group psychotherapy at Loyola U. since 1952 and parttime lecturer in psychology at Northwestern U., joins Gordon Best Co., Chicago, as director of motivation research.

Thomas E. Ward, member of New York public relations department of U. S. Steel Corp., to Chicago office as assistant to director of public relations.

Calvin Merrick, formerly art supervisor at Leo Burnett Co., Chicago, appointed art director for Grant Adv. that city. He will work with **Loren C. Moore,** vice president and art director for agency's worldwide network.

Santo Calapai, art director, Heineman, Kleinfeld, Shaw & Joseph (formerly Franklin Bruck Adv.), to Burke Dowling Adams, N. Y., as art director.

Patrick D. Fox, 83, retired Borden Co. vice president and former president of Borden's Farm Products Co., N. Y., died Jan. 3. He retired from Borden in 1942. Solemn Requiem Mass was offered Tuesday in Our Lady Help of Christians R.C. Church, East Orange, N. J.

FILM

Burt Kleiner, with investment firm of Cantor, Fitzgerald & Co., Beverly Hills, Calif., and **William H. Hudson,** petroleum executive in Texas and Oklahoma, elected to board of directors of National Telefilm Assoc., N. Y.

Ken Silver, special representative in N. Y. for Alexander Film Co., Colorado Springs, named N. Y. manager of Alexander International, firm's export sales division.

Claire Morris Barrows, formerly off-camera homes and gardens editor of NBC-TV *Home* show, to Hartley Productions Inc., N. Y., film producer and distributor, as editorial and sales associate.

Adraia Coe, production co-ordinator for CBS-TV's *I've Got a Secret,* has resigned from staff of Goodson-Todman Productions, N. Y., after six-year association.

Fredrick L. Gilson, has joined CBS Television Film Sales, N. Y., as account executive. Mr. Gilson is graduate of Trinity College and served in U. S. Air Force for four years.

NETWORKS

◄ **George D. Matson,** controller, NBC, elected vice president and treasurer [AT DEADLINE, Jan. 6].

Aaron Rubin, assistant ► controller, NBC, succeeds Mr. Matson as controller.

Selig J. Seligman, general manager, KABC-TV Los Angeles (ABC o&o station), has been elected vice president of ABC Div. of American Broadcasting-Paramount Theatres Inc.

Richard L. Linkroum, executive producer of NBC-TV's participating programs, named director of special program sales.

Robert A. Loeber, formerly sales representative at WMAQ Chicago, to sales staff of American Broadcasting Network there.

John H. Mitchell, ABC vice president and general manager of KGO-TV San Francisco; **Donald M. Hine,** program director of KNXT (TV) Los Angeles and CBS Television Pacific Network, and **Ralph Clements,** television field supervisor of NBC-TV, Burbank, Calif., make up membership of radio-tv section of communications committee for 1960 Olympic Winter Games, to be held in Squaw Valley, Calif.

STATIONS

William F. Malo Jr. named vice president and general manager of WCTC New Bruns-

LAS VEGAS "KLASSY" SAYS:

CONCENTR8
your message on an audience
CAPTIV8ED
by TOP CBS and local programs!
•
PENETR8
with 55,000 watts to
DOMIN8
a 103.1 percent satur8ed market
•
IN LAS VEGAS, NEV.
you'll appreci8 the value, once you've tried
Channel 8
KLAS-TV
LAS VEGAS NEVADA
CBS Television Network
Represented by WEED TELEVISION

WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB. ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

WGR-TV
ABC CHANNEL 2
BUFFALO
SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

wick, N. J. He succeeds **James Vogdes,** resigned. Mr. Malo formerly was president-general manager of WHAR Clarksburg, W. Va., and before that president-general manager of WERI Westerly, R. I.

◄ **Bob Hanna,** retail sales manager, WPST-TV Miami, promoted to national sales manager. He has worked in radio and tv for 14 years as announcer, producer and personality. He also was in tv promotion and merchandising before getting into sales work.

Bernard E. Neary, station and general sales manager, WINZ Miami, to WGBS that city as managing director. He formerly was Florida manager of Ziv Television Programs, eastern sales representative for Geyer-McAllister Trade Publications and spent four years with radio department of Kudner Adv., N. Y. ►

◄ **Raymond E. Carow,** sales manager, WALB-AM-TV Albany, Ga., named general manager.

Mel S. Burka acting manager of WTIP Charleston, W. Va., named general manager, succeeding late **Berton Sonis.** Mr. Burka has been active in radio field for past 16 years. ►

◄ **Walter (Buddy) Hiles,** account executive, KSAN San Francisco, named sales manager. Before joining KSAN, Mr. Hiles was associated with WCIN Cincinnati, Ohio; WAAF Chicago; KREL Houston, Tex., and WCHB Detroit.

Robert H. Dolph named general manager of KVOD Denver. He is owner of KFTM Fort Morgan, Colo., and president of Colorado Broadcasters-Telecasters Assn.

William Tucker, commercial manager, KIRO Seattle named station manager.

◄ **Harold Kirsch,** who formerly owned and operated his own agency, Harold Kirsch Co. Adv., St. Louis and Miami, to WGEM Quincy, Ill., as sales manager.

William J. Connelly Jr., formerly general manager of KOOL-AM-TV Phoenix, Ariz., and more recently account executive in WBBM Chicago local sales and in western office of CBS Radio Spot Sales, has been appointed sales manager of network's o&o WBBM. He succeeds **James Hensley,** resigned.

Jeff York, account executive, KFMB-TV San Diego, to XEAK Tijuana as local sales manager.

◄ **Lee Allan Smith,** sales staff, WKY Oklahoma City, named local sales manager.

George H. Buschmann, with Washington law firm of Covington & Burling since 1952, joins Radio Cincinnati Inc. (WKRC-AM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio; WBRC-AM-TV Birmingham, and WTVN-AM-TV Knoxville) as executive assistant. ►

Robert C. Richards named commercial manager of WOL Washington for that city and Baltimore.

Lee Morris, sales representative, WSB Atlanta, and **Don Elliot Heald,** WSB-TV, named commercial managers for radio and tv, respectively.

TYPE CASTING?

Tom Duggan, whose night commentary program on KCOP (TV) Los Angeles is noted for being both entertaining and exasperating, has been signed to co-star with Boris Karloff in the motion picture, "Frankenstein —1975," being filmed in CinemaScope by Allied Artists Productions.

Ed Fallert, formerly with KLRJ-TV Las Vegas, Nev., to KAIM Honolulu as commercial manager.

Bill Corder, director at WLWI (TV) Indianapolis, appointed production manager.

◄ **John M. Bushnell Jr.,** chief engineer, KVOO-AM-TV Tulsa, named director of engineering.

John Barth, KVOO-AM-TV, succeeds Mr. Bushnell as chief engineer of KVOO-TV. **Robert L. Greaige,** studio engineer, succeeds Mr. Barth as studio supervisor and **Ray Wiman,** art director of WSAV-TV Savannah, Ga., joins KVOO-TV as staff artist. ►

Thomas D. Tyson, formerly advertising and sales promotion manager of J. A. Williams Co., to WAMP and WFMP Pittsburgh as press and promotion manager.

Raymond E. Owen, assistant chief engineer, WTVN-TV Columbus, Ohio, promoted to chief engineer succeeding **William Hansher,** who has been named special assistant to president of Radio-Cincinnati Inc. (owner of WTVN-TV and other Taft stations). ►

Bernard F. Corson Jr., assistant manager of WLS Chicago, assumes additional duties as program director, effective Jan. 16. He succeeds **Herb Howard,** resigned.

Sandy Jackson, KOWH Omaha, Neb., named program director.

Robert B. King, WDZ Decatur, Ill., joins WSOY-AM-FM that city and WSEI-FM Effingham, Ill., as program director. Illinois Broadcasting Co. is licensee of stations.

Bob Brown, news director, WBEL Beloit, Wis., named program director and office manager. **Don Schuenemann,** formerly with WBYS Canton, Ill., joins WBEL as news director and early morning d. j. **Bill Dommer,** formerly sports director, WONW Defiance, Ohio, named WBEL sports director, d. j. and engineer.

Richard A. J. McKinney, WTVN-TV Columbus, Ohio, to KYW-TV Cleveland as film director.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION
WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

ABOVE, Willard L. Cobb (l), secretary-treasurer and general manager of KALB-TV Alexandria, La., receives a proclamation from that city's mayor, W. George Bowden Jr. The proclamation marked Dec. 30 as "M" day in Alexandria and urged all citizens to "observe the day in a fitting manner by viewing all of NBC's morning shows" on that station. The occasion was KALB-TV's new NBC programming schedule which begins at 7 a.m. instead of 12:25 p.m. Mr. Cobb holds a pound of "happiness and good luck for 1958" which was sent by KALB-TV to agencies, leading advertisers, NBC officials, network personalities and the personnel of station's representative, Joseph Weed.

Maury Farrell, veteran ► of 21 years in radio and tv broadcasting, named director of special sales, special events and sports for WBRC Birmingham.

George E. Moynihan, producer-director, WBZ-TV Boston, named public affairs director, succeeding **Chester F. Collier,** appointed public affairs director of Westinghouse Broadcasting Co.

Ethel Grey, formerly women's director, WSBA York, Pa., to WIOU Kokomo, Ind., in similar capacity.

Neil Boggs, assistant news director, WCHS-TV Charleston, W. Va., to West Virginia State Road Commission as public relations director.

Mel Corvin, public relations representative, P. K. Macker & Co. (international public relations organization), to KCBS San Francisco as sales account executive.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y
All Inquiries Confidential

Robert J. McCarthy, formerly with Forjoe & Co., to sales staff of WNBQ (TV) Chicago.

Karolyn Karl Harris, 57, former radio soloist announcer in East and Midwest, died Jan. 2 from injuries received when she was struck by automobile Jan. 1.

REPRESENTATIVES

Harry Smart, Blair-Tv, named midwest sales manager, with headquarters in Chicago.

Charles R. Kinney, ac- ► count executive, Peters, Griffin, Woodward tv department, named assistant sales manager, reporting to **Lloyd Griffin,** PGW vice president and director of tv. Mr. Kinney joined company in 1955 after six years sales work with stations in Pennsylvania and Ohio.

◄ **Arthur E. Muth,** account executive in PGW tv department, also named assistant sales manager, reporting to Mr. Griffin. He joined PGW in 1953 after two years with Weed & Co. **John R. Wright** and **Lewis C. Greist** named account executives. Mr. Wright formerly was with NBC as network tv sales presentation writer and Mr. Greist was with WCBS New York as account executive.

Sam B. Schneider, mid- ► west manager of trade magazine, headquartering in Chicago, to CBS Radio Spot Sales that city as account executive. Mr. Schneider was with KVOO Tulsa, Okla., before joining trade magazine.

◄ **Fulton Wilkins,** eastern sales representative for KNX Los Angeles, CBS Radio in that city and CBS Radio Pacific Network, also joins CBS Spot Sales as account executive, effective Jan. 20.

Ted Van Erk, for seven years special agent for Federal Bureau of Investigation in New York, Pittsburgh and Baltimore offices, named to sales staff of Bolling Co., N. Y.

MANUFACTURING

Edward Berman, with Allen B. Dumont Labs. from 1952-56 as manager of new market and dealer development, has rejoined firm in capacity of dealer development manager of television receiver division.

W. H. Meyers, formerly chief engineer for Farnsworth Television & Radio Co. and works product manager of Crosley Div. of Avco Mfg. Corp. before becoming manufacturers' representative, died Dec. 24 in Syracuse, Ind., Funeral services were conducted Dec. 28. He was member of Institute of Radio Engineers.

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to SELLibrate the *new* "point of sale" in the GOLDEN VALLEY...
(Central Ohio)
WHTN-TV
HUNTINGTON • CHARLESTON
★ NEW TOWER
1,000 feet above average terrain
★ FULL POWER
316,000 watts
★ GREATER COVERAGE
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$2,727,662,000 in all the major U.S. Census sales categories
Get the dollars and cents story right now
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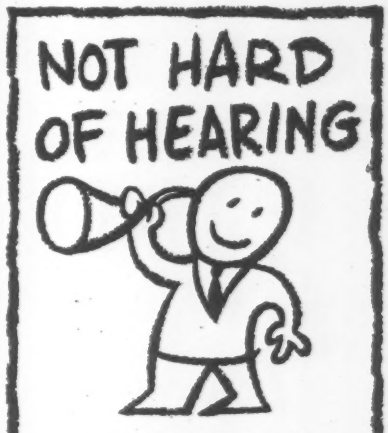

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WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
than the other three city stations combined
AM-FM NBC 5000 W—600 KC
AFFILIATE FOR
WINSTON-SALEM/GREENSBORO/HIGH POINT
CALL HEADLEY-REED

ELSIE JENSEN (seated), head of the contract department at the Katz Agency, is pictured with Herbert Goldberg (second from right), purchasing agent with the company, at a farewell party marking their retirement. G. R. Katz (l), chairman of the board, and M. J. Beck (r), treasurer, are extending farewell sentiments to the two of them. Miss Jensen joined Katz in 1927 and Mr. Goldberg in 1911.

PROFESSIONAL SERVICES

Norman Dolnick, account supervisor, and **A. J. Rose,** general manager, Harshe-Rotman Inc. (national public relations firm), appointed vice presidents in Chicago office.

◄ **John P. Cole Jr.,** attorney, Broadcast Bureau of FCC, to Smith & Pepper, Washington law firm. He received BS degree from School of Engineering of Alabama Polytechnic Institute in 1953 and was graduated from George Washington Law School in 1956.

EDUCATION

Thomas F. Curry, producer-director and production coordinator, WMUR-TV Manchester, N. H., to U. of Connecticut, Storrs, as associate radio-tv supervisor.

TRADE ASSNS.

John M. Outler, retiring general manager of WSB Atlanta, named to newly-created position of public relations director of Georgia Assn. of Broadcasters.

Keith Culverhouse, assistant director of sales promotion, Television Bureau of Advertising, promoted to director of sales development.

UPCOMING

January

Jan. 11-15: 41st annual convention, National Automobile Dealers Assn., Miami Beach Auditorium.

Jan. 13-14: CBS-TV affiliates, Shoreham Hotel, Washington, D. C.

Jan. 16: NBC Owned Stations Div., "Know Your Schools," luncheon meeting, Sheraton-Carlton Hotel, Washington, D. C.

Jan. 17-18: Midwestern Adv. Agency Network annual meeting, Bismarck Hotel, Chicago.

Jan. 17-18: South Carolina Radio & Television Broadcasters, Hotel Fort Sumter, Charleston.

Jan. 17-19: Advertising Assn. of the West, midwinter conference, Hotel del Coronado, San Diego.

Jan. 18-19: Retail Adv. Conference, sixth annual meeting, Palmer House, Chicago.

Jan. 22-24: NAB, combined boards, Camelback Inn, Phoenix, Ariz.

Jan. 24-26: American Women in Radio & Tv, annual Sight and Sound Seminar, Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

Jan. 31: Broadcasters Promotion Assn., board meeting, Sheraton Hotel, Chicago.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NAB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Feb. 5-6: National Religious Broadcasters, Mayflower Hotel, Washington, D. C.

Feb. 7: Advertising Federation of America, board meeting, Milwaukee.

Feb. 8-10: Voice of Democracy, awards ceremonies, Washington.

Feb. 13-15: 11th annual Western Radio and Tv Conference, Bellevue Hotel, San Francisco.

Feb. 15-17: Western Assn. of Broadcasters (Engineers), The MacDonald, Edmonton, Alta.

Feb. 18-19: NAB, conference of state association presidents, Washington.

Feb. 19-21: Annual convention, Continental Advertising Agency Network, Hotel Warwick, Philadelphia.

Feb. 20-21: British Columbia Assn. of Broadcasters, Hotel Vancouver, Vancouver, B. C.

Feb. 22: UP Broadcasters Assn. of Connecticut, WHAY studios, New Britain.

Feb. 24-25: American Bar Assn. House of Delegates, mid-year meeting, Atlanta Biltmore Hotel, Atlanta.

Feb. 27: NAB Employer-Employe Relations Committee, NAB Hdqrs., Washington.

March

March 7-9: First annual Pop Music Disc Jockey Convention and Seminar, Muehlebach Hotel, Kansas City.

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.

March 30-April 2: Canadian Assn. of Radio & Tv Broadcasters, Mt. Royal Hotel, Montreal, Que.

April

April 10-12: 10th Southwestern Institute of Radio Engineers Conference & Electronic Show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 24-26: AAAA, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 27-May 1: NAB 36th Annual Convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

Station Authorizations, Applications

As Compiled by BROADCASTING

January 2 through January 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Louisville, Ky.—Board of Trustees, Louisville Free Public Library*, granted uhf ch. 15 (476-482 mc); ERP 19.8 kw vis., 10.7 kw aur.; ant. height above average terrain 303 ft., above ground 380 ft. Estimated construction cost $46,392, first year operating cost $16,500, revenue none. P. O. address 301-333 Library Place, Louisville 3, Ky. Studio and trans. location Louisville, Ky. Geographic coordinates 38° 14' 40" N. Lat., 85° 45' 27" W. Long. Trans., ant. RCA. Legal counsel Krieger & Jorgensen, Washington 5, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington 5, D. C. Announced Jan. 3.

Greenwood, Miss.—Greenwood Bcstg. Co., granted vhf ch. 6 (82-88 mc); ERP 30.4 kw vis., 15.4 kw aur.; ant. height above average terrain 347 ft. above ground 383 ft. Estimated construction cost $145,250, first year operating cost $78,000, revenue $120,000. P. O. address Box 414, Greenwood. Studio and trans. location 5 mi. west Greenwood on Miss. Rte. 10. Geographic coordinates 33° 31' 33" N. Lat., 90° 16' 09" W. Long. Trans. and ant. GE. Legal counsel Stephen Tuhy, Washington. Consulting engineer, Page Creutz, Steel & Waldschmitt, Washington. **Cy N. Bahakel**, 100% owner of applicant, also owns **WABG Greenwood, WLBJ Bowling Green, Ky.; WRIS Roanoke, Va.; WOOD Lynchburg, Va.; WLPH Huntington, W. Va.; WKIN Kingsport, Tenn.**, and **WKOZ Kosciusko, Miss.** Announced Jan. 3.

APPLICATIONS

Arecibo, P.R.—Abacoa Radio Corp. vhf ch. 12 (204-210 mc); ERP 20 kw vis., 12 kw aur.; ant. height above average terrain 1,006 ft., above ground 353 ft. Estimated construction cost—building and some equipment owned at present. P. O. address Box 126, Arecibo, P. R. Studio location Arecibo, P. R. Trans. location Barrio Cerro Gordo, P. R. Geographic coordinates 18° 17' 53" N. Lat., 67° 5' 25" W. Long. Trans., ant. RCA. Legal counsel Robert M. Booth Jr., Wash., D C. Consulting engineer Alfred C. Weed Jr., Santurce, P. R. Owner are **Jose Donate Casanova, Gloria Ramos de Donate, Manuel Pirallo-Lopez** and **Carlos Pirallo-Lopez** (each 25%). All these owners own equal amounts of **WMIA Arecibo.** In addition Carlos Pirallo-Lopez owns 14% of **WISO Ponce, P. R., and** and Manuel Pirallo-Lopez 27% of same station. Announced Jan. 6.

Yakima, Wash.—Charles R. White uhf ch. 23 (524-530 mc); ERP 21 kw vis., 10.5 kw aur.; ant. height above average terrain 957.6 ft., above ground 148.5 ft. Estimated construction cost $63,000, first year operating cost $120,000, revenue $150,000. P. O. address 12555 S.W. Edgecliff Rd., Portland 1, Ore. Studio location Yakima, Wash. Trans. location Yakima, Wash. Geographic coordinates 46° 31' 56" N. Lat., 120° 30' 30" W. Long. Trans. RCA, ant. GE. Consulting engineer Harold C. Singleton, Portland, Ore. **Mr. White**, sole owner, was former 21% owner of **CHEK-TV Victoria, B. C.** Announced Jan. 6.

Existing Tv Stations

ACTIONS BY FCC

WJMS-TV Ironwood, Mich.—Granted cps for private tv inter-city relay system for off-the-air pickup of programs of its station **WDMJ-TV** (ch. 6), **Marquette**, for broadcast by WJMS-TV. Announced Jan. 8.

Meyer Bcstg. Co., Bismarck, N. Dak.—Granted applications for (1) new private tv intercity relay station and (2) mod. of cp to change direction of radiation of relay station **KAQ-30**, near **Douglas**, in order to include **KMOT** (ch. 10), **Minot**, in system interconnecting **KFMY-TV** (ch. 5), **Bismarck**, and **KUMV-TV** (ch. 8), **Williston**. Announced Jan. 8.

KTRX Kennewick, Wash.—Waived policy and granted special temporary authorization to operate for two months at reduced aur. power of 8.22 kw with separate aur. ant., pending completion of facilities authorized. Announced Jan. 8.

Allocations

TV CHANNEL CHANGE

By report and order, Commission (1) granted petitions by **California Inland Bcstg. Co. (KFRE-TV** ch. 12), **Fresno, Calif.**, and **Sacramento Bcstrs. Inc. (KXOA-AM-FM), Sacramento**, and (2) finalized rule making in Docket 11785 to amend the tv table of assignments by adding chs. 17 and 39 to **Bakersfield, Calif.**, effective Feb. 7. Announced Jan. 6.

TV CHANNEL CHANGE PROPOSED

By notice of proposed rule making, Commission invites comments by Feb. 7 to proposal by **Lion Television Corp. (WDAM-TV** ch. 9), **Hattiesburg, Miss.**, to shift that channel to **Baton Rouge, La.** Announced Jan. 6.

Translators

San Luis Valley Tv Inc., Romeo, Colo.—Granted cp for new tv translator station on ch. 79 to serve **Romeo, La Jara** and **Manassa, Colo.**, by translating programs of **KOB-TV** (ch. 4), **Albuquerque, N. Mex.** Announced Jan. 3.

Orchards Community Television Assn. Inc., Lewiston, Idaho—Granted cps for new tv translator stations; one on ch. 70 to translate programs of **KREM-TV** (ch. 2) **Spokane, Wash.**, and the other on ch. 76 to translate programs of **KHQ-TV** (ch. 6) also **Spokane**. By letter denied petitions by **Lewiston Tv Co. (KLEW-TV** ch. 3), **Lewiston**, to designate applications for hearing. Commission is of opinion that tv service in that area would be improved rather than jeopardized by additional program outlets. Comr.

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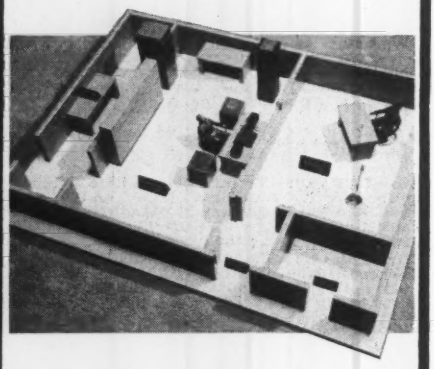

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Bartley dissented; favored hearing. Announced Jan. 8.

Jackson Hole Translator Inc., Jackson, Wyo.—Granted cp for new tv translator station on ch. 72 to translate programs of **KID-TV** (ch. 3) **Idaho Falls, Idaho.** Announced Jan. 3.

New Am Stations

ACTIONS BY FCC

Berryville, Ark.—Pat S. Goolsby and **James E. Oliphant** d/b as **America's New Era Radio**—granted 1480 kc, 1 kw D. P. O. address % Mr. Goolsby, Rt. 4, Harrison, Ark. Estimated construction cost $11,655, first year operating cost $14,400, revenue $24,000. Mr. Goolsby (66⅔%), 50% owner **KLYR Clarksville, Ark.,** and Mr. Oliphant (33⅓%), radio technician, will be owners. Announced Jan. 3.

Lake Worth, Fla.—Garland C. Burt and Sam C. Phillips d/b as Gold Coast Bcstg. Co.—granted 1380 kc, 500 w D. P. O. address % Mr. Burt, 822 Carleton St., Lakeland, Fla. Estimated construction cost $15,246, first year operating cost $29,000, revenue $36,000. Mr. Burt is program director, **WLAK Lakeland.** Mr. Phillips owns recording and music firms in Memphis, Tenn., and ⅓ of **WHER Memphis.** Announced Jan. 8.

Brattleboro, Vt.—WKNE Corp.—granted 1490 kc, 250 w unl. P. O. address % **Joseph K. Close,** 17 Dunbar St., Keene, N. H. Estimated construction cost $36,297, first year operating cost $45,000, revenue $60,000. Mr. Close is pres. and majority stockholder. WKNE Corp. is licensee, **WKNE Keene, N. H.,** cp-holder, **WKNE-TV Keene,** controlling stockholder, **WKNY Kingston, N. Y.** and **WKNY-TV Poughkeepsie, N. Y.** Announced Jan. 3.

APPLICATIONS

Benson, Ariz.—Vernon G. Ludwig, 1600 kc, 1 kw D. P. O. address Box 111134 N. W. Branch, Phoenix, Ariz. Estimated construction cost $11,000, first year operating cost $22,000, revenue $34,000. **Mr. Ludwig,** sole owner, has been chief engineer at **KMED Medford, Ore.** and **KCOK Tulare, Calif.** Announced Jan. 6.

Page, Ariz.—Harold J. Arnoldus, 1340 kc, 250 w unl. P. O. address 40 East 100 North, St. George, Utah. Estimated construction cost $18,844, first year operating cost $40,000, revenue $45,000. **Mr. Arnoldus,** sole owner, is in loan business. He is applicant for am station in **Kanab, Utah** (see below). Announced Jan. 3.

Fontana, Calif.—Louis Helfman, 1470 kc, 500 w D. P. O. address 16755 Merrill Ave., Fontana, Calif. Estimated construction cost $32,570, first year operating cost $36,000, revenue $50,000. **Mr. Helfman,** sole owner, is in real estate and auto accessories. Announced Jan. 7.

Pueblo, Colo.—Steel City Bcstg. Co. Inc., 1480 kc, 1 kw D. P. O. address E. E. Koepke, 1601 West Jewell Ave., Denver, Colo. Estimated construction cost $38,619, first year operating cost $48,000, revenue $60,000. Owners are **Frank E. Amole Jr., Ewald E. Koepke** (each 40%) and **Richard M. Schmidt Jr.** (20%). Mr. Amole is 50% owner of **KDEN Denver, Colo.** Mr. Koepke is 50% owner of KDEN. Mr. Schmidt is attorney. Announced Jan. 3.

Haines City, Fla.—Haines City Bcstrs., 1400 kc, 100 w unl. P. O. address R. L. Cook, 420 Lehigh St., Lake City, Fla. Estimated construction cost $13,915, first year operating cost $28,000, revenue $36,000. Owners are **Richard L. Cook** and **Margaret C. Pitts** (each 50%). Mr. Cook is salesman for life insurance company. Margaret Pitts is feature writer on *St. Augustine Record,* St. Augustine, Fla. Announced Jan. 6.

Chicago, Ill.—South Cook Bcstg. Inc., 1600 kc, 1 kw D. P. O. address % Anthony Santucci, 164 East 23rd St., Chicago Heights, Ill. Estimated construction cost $17,257, first year operating cost $35,000, revenue $45,000. Owners are **Gustav W. Hahn, Anthony Santucci, Anthony Di Carlo Jr., James Caperelli Jr., Anthony D'Amico** (19.9% each) and **Gabriel J. Aprati** (2.5%). Messrs. Hahn, D'Amico, Santucci and Caperelli are in radio and tv sales and service. Mr. Di Carlo is **AT&T** employe. Mr. Aprati is attorney. Announced Jan. 8.

Newport, N. H.—Kenneth E. Shaw, 1010 kc, 1 kw D. P. O. address Citizens Bank Bldg., Newport, N. H. Estimated construction cost $34,885, first year operating cost $31,500, revenue $46,208. **Mr. Shaw,** sole owner, is attorney and judge. Announced Jan. 3.

Wawarsing, N. Y.—Ulster County Bcstg. Co., 1370 kc, 500 w D. P. O. address Alfred Dresner, 66 Court St., Brooklyn, N. Y. Estimated construction cost $17,284, first year operating cost $35,843, revenue $41,000. Owners are **Samuel Dresner, Rose Dresner** (each 45%) and others. Samuel Dresner is 25% owner of **WWHG-AM-FM Hornell, N. Y.,** as is Rose Dresner. Announced Jan. 3.

Carnegie, Pa.—Carnegie Bcstg. Co., 1590 kc, 1 kw D. P. O. address 411 North Fourth St., Box 446, Fort Pierce, Fla. Estimated construction cost $41,796, first year operating cost $75,000, revenue $85,000. Owners are **Hoyt C. Murphy** (two-thirds) and **G. R. Chambers** (one-third). Mr. Murphy is owner of **WJDY Salisbury, Md.** Mr. Chambers owns **WDVM Pocomoke City, Md.** Announced Jan. 6.

Waco, Tex.—Audiocasting of Texas Inc., 1580 kc, 500 w 1 kw LS and Unl. P. O. address 510 Liberty Bldg., Waco, Tex. Estimated construction cost $25,956, first year operating cost $72,000, revenue $110,000. Owner, **Audiocasting Inc.,** is licensee of **KJOE Shreveport, La.** Audiocasting Inc. is owned by President **Joe C. Monroe** (16.67%), **Edward C. Laster** (20.84%), **Glenn O. Smith** (10.42%) and others. Announced Jan. 6.

Kanab, Utah—Harold J. Arnoldus, 1240 kc, 250 w Unl. P. O. address 40 East 100 North, St. George, Utah. Estimated construction cost $15,844, first year operating cost $25,000, revenue $30,000. **Mr. Arnoldus,** sole owner, is in loan business. He is applicant for am station in **Page, Ariz.** (see above). Announced Jan. 3.

Existing Am Stations

ACTIONS BY FCC

WMPA, Aberdeen, Miss.—granted mod. of license to specify hours of operation now authorized on temporary basis—Monday through Friday from 6 a.m. to 8 p.m.; Saturday 6 a.m. to 6 p.m., and Sunday 7 a.m. to 12:30 p.m. (1240 kc, 250 w). Announced Jan. 3.

WTIG Bowling Green, Ohio—granted increase of power from 250 w to 1 kw, continuing operation on 730 kc, DA-D; engineering conditions; waived Sect. 3.30 of rules to extent necessary to permit use of present studio facilities at present location. Announced Jan. 8.

CALL LETTERS ASSIGNED

WACT Tuscaloosa, Ala.—New South Radio, 1420 kc.

WAPE Jacksonville, Fla.—Brennan Bcstg. Co. Changed from WJFL.

WNVY Pensacola, Fla.—Florida Radio & Bcstg. Co., 1230 kc. Changed from WEAR.

WENZ Wendell-Zebulon, N. C.—Wendell-Zebulon Radio Co., 540 kc.

WYNN Florence, S. C.—Twin Carolina Bcstg. Co. Changed from WPDE.

New Fm Stations

ACTIONS BY FCC

Inglewood, Calif.—Albert John Williams, granted 103.9 mc, 450 w unl. P. O. address 1310 Fairfield

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St., Glendale, Calif. Estimated construction cost $8,500, first year operating cost $12,000, revenue $12,000. Mr. Williams, sole owner, is permittee, **KTYM Inglewood, Calif.** Announced Jan. 3.

San Francisco, Calif.—Sherrill C. Corwin—granted 104.5 mc, 29.92 kw unl. P. O. address 122 S. Robertson, Los Angeles 48, Calif. Estimated construction cost $28,700, first year operating cost $25,000, revenue $20,000. **Sherrill C. Corwin** is sole owner. Mr. Corwin is 15% owner **KAKE-AM-TV Wichita, Kans.**, minority stockholder in **KPRO Riverside, KROP Brawley, KYOR Blythe, KREO Indio** all Calif., and permittee **KABY-TV San Francisco,** applicant for ch. 34 Los Angeles and 1190 kc at Anaheim-Fullerton, both Calif. Announced Jan. 8.

San Francisco, Calif.—Franklin Mieuli, granted 106.9 mc, 16.6 kw unl. P. O. address 760 Market St., San Francisco, Calif. Estimated construction cost $15,500, first year operating cost $35,000, revenue $38,000. **Mr. Mieuli,** sole owner, has various business interests. Announced Jan. 8.

Towson, Md.—WTOW Inc., granted 101.9 mc, 20 kw unl. P. O. address WTOW Towson, Md. Estimated construction cost $13,770, first year operating cost $1,200 (costs will be carried by parent am station), revenue $3,000. Owners are **John S. Booth, Harry J. Daly** (each 45%) and others. Mr. Booth is vice president, general manager and one-third stockholder of **WCHA Chambersburg, Pa.,** vice president and 25% stockholder of **WTVE (TV) Elmira, N. Y.,** president and 99% owner of **WMLP Milton, Pa.,** president and 45% stockholder of **WANB Waynesburg, Pa.** and president and one-third owner of **WBRX Berwick, Pa.** Mr. Daly is 10% stockholder of **WMLV Millville, N. J.,** 45% owner of WANB, one-third owner of WBRX. Announced Jan. 3.

Brokline, Mass.—Champion Bcstg. System Inc., granted 92.9 mc, 13.5 kw unl. P. O. address 790 Commonwealth Ave., Boston 15, Mass. Estimated construction cost $14,900, first year operating cost $6,000, revenue $7,500. **Champion Bcstg. System** owns **WBOS Boston. Herbert S. Hoffman,** owner of Champion Bcstg., also owns one-third of **WSME Sanford, Me.** Announced Jan. 3.

Hendersonville, N. C.—Radio Hendersonville Inc., granted 102.5 mc, 4.035 kw unl. P. O. address Box 649, Hendersonville, N. C. Estimated construction cost $5,050, first year operating cost $3,000, revenue none. Owners are **Beverly M. Middleton** (50.75%), **Clarence E. Morgan** (25.25%) and others. Beverly Middleton is president and 63.55% owner **WWIT Canton, N. C.** Mr. Morgan is director and .3% owner of WWIT. Announced Jan. 3.

Springfield, Ohio—Champion City Bcstg. Co., granted 103.9 mc, 1 kw unl. P. O. address Spring and High Sts., Springfield, Ohio. Estimated construction cost $5,000, first year operating cost $6,000, revenue $6,500. Owners are **R. Stanley Lucas, William T. Bailey and Robert L. Yontz** (each one-third). Mr. Lucas is attorney. Mr. Bailey is attorney. Mr. Yontz has been salesman for **WJEL Springfield, Ohio.** Announced Jan. 3.

Tacoma, Washington—Thomas Wilmot Read granted 103.9 mc, 850 w. unl. P. O. address Rm. 206, Peck Bldg., 1712 Sixth Ave., Tacoma. Washington. Estimated construction cost $3,409, first year operating cost $7,000, revenue $15,000. **Mr. Read,** sole owner, has been a student during past five years. Announced Jan. 3.

APPLICATIONS

Santa Maria, Calif.—Santa Maria Bcstg. Co. 99.1 mc, 3.226 kw unl. P. O. address Box 951, Santa Maria, Calif. Estimated construction cost $16,725, first year operating cost $10,000, revenue $5,000. Owners are **Frank J. Nesmith, Walter W. Smith** and **Marion A. Smith** (each one-third). Mr. Nesmith is music business. Walter Smith is engineering employe of manufacturing firm. Marion Smith is attorney and in music and trailer resort businesses. Announced Jan. 3.

Stockton, Calif.—Golden Valley Bcstg. Co. 92.9 mc, 1,525 kw unl. P. O. address Alan L. Torbet, 409 East Market St., Stockton, Calif. Applicant owns **KRAK Stockton;** individual owners are **Alan L. Torbet** (18.6%), **L. E. Chenault, Bert Williamson, Amelia Schuler** (each 17.5%) and others. L. E. Chenault, Mr. Williamson and Amelia Schuler own **KYNO Fresno, Calif.** Announced Jan. 3.

Chicago, Ill.—Electronic Music Co. 93.1 mc, 17.5 kw unl. P. O. address 161 East Erie St., Chicago 11, Ill. Estimated construction cost $7,000, first year operating cost $24,000, revenue $30,000. Owners are **John Engelbrecht** and **Stephen A. Cisler** (each 50%). Mr. Engelbrecht is president, general manager and 40% stockholder of **WIKY-AM-FM Evansville, Ind.,** and **WTVK (TV) Knoxville, Tenn.** Mr. Cisler is president, general manager and majority stockholder of **KEAR San Francisco** (now leased to **KOBY**), president, general manager and 50% owner of **KEAR-FM San Francisco,** 50% partner of **KIBS Bishop, Calif.** Announced Jan. 6.

Existing Fm Stations

ACTIONS BY FCC

WIBG-FM Philadelphia, Pa.—granted cp to change ERP from 20 kw to 6.3 kw, ant. from 355 ft. to 790 ft., and waived Sect. 3.205(a) of rules to permit locating main studio outside city limits and not at trans. location and Sect. 3.311(c) to permit less than required signal level over Philadelphia and its Metropolitan district. Announced Jan. 3.

CALL LETTERS ASSIGNED

KLIR-FM Denver, Colo.—George Basil Anderson, 100.3 mc.

WICB Ithaca, N. Y.*—Ithaca College. Changed from WITJ.

Allocations

FM CHANNEL CHANGES

By order, Commission amended Class B fm allocation plan by substituting ch. 273 for 299 in **Salinas, Calif.,** 298 for 300 in **Chicago, Ill.,** 294 for 287 in **Tuscola, Ill.,** 229 for 233 in **Jackson, Miss.,** and 293 for 294 in **St. Louis, Mo.** These changes were made to correct certain channel spacing deficiencies in fm allocation plan which might have caused interference; no existing stations are affected by changes. Announced Jan. 3.

By order, Commission amended its allocation table for Class B fm stations by adding ch. 283 to **Philadelphia, Pa.,** and substituting ch. 278 for ch. 284 in **Trenton, N. J.** This change was requested by **The Young People's Church of the Air, Philadelphia.** Announced Jan. 8.

By order, Commission amended its allocation table for Class B fm stations by substituting ch. 223 for ch. 245 in **Sacramento, Calif.** This change will facilitate action on pending application to change assignment of **KFBK-FM** in order to eliminate tv interference in area to its present operation on ch. 245. Announced Jan. 8.

Ownership Changes

ACTIONS BY FCC

KIBS Bishop, Calif.—granted assignment of license from **James R. Oliver** and **S. A. Cisler** to **Southeastern Sierra Bcstg. Corp.** (Mr. Oliver, president); consideration $11,000. Announced Jan. 3.

KOVR (TV) Stockton, Calif.—granted transfer of control from **H. L. Hoffman** to **Gannett Co., Inc. (WHEC-AM-TV Rochester, WENY** Elmira, and **WINR-AM-TV Binghamton,** all **N. Y.,** and **WDAN-AM-TV, Danville, Ill.;** consideration $1,477,239. Commissioner Bartley voted for a McFarland letter. Announced Jan. 8.

WJMS-TV Ironwood, Mich.—granted (1) assignment of cp to Lake Superior Bcstg Co. (WDMJ AM & TV, ch. 6, Marquette); consideration $10,000, and (2) extension of time to construct. Will operate WJMS-TV as satellite to WDMJ-TV. Announced Jan. 8.

KUSN St. Joseph, Mo.—granted assignment of license to **KUSN Corp. (Wyman N. Schnepp,** president; some stockholders have interests in **KQUE Albuquerque, N. Mex.**); consideration $50,000. Announced Jan. 3.

KFDA Amarillo, Texas—granted (1) assignment of license to **Lone Star Bcstg. Co.** and (2) transfer of control of latter to **Charles B. Jordan;** involved stock transaction in which Mr. Jordan relinquishes 25% interest in **KFDA-AM-TV** (ch. 10), for sole ownership of KFDA by Mr. Jordan and **KFDA-TV** by **Amarillo Bcstg. Co.** Announced Jan. 3.

APPLICATIONS

KTYL-AM-FM Mesa, Ariz.—Seeks assignment of license and SCA from **Harkins Bcstg. Inc.** to **Greater Phoenix Bcstg. Co.** for $150,000. Greater Phoenix Bcstg. is owned by **Gordon Bcstg., Sherwood Gordon** president, which also owns **WSAI-AM-FM Cincinnati, Ohio.** Announced Jan. 6.

KRFA Fordyce, Ark.—Seeks assignment of cp from **Dallas County Bcstg. Co.** to **Kermit F. Tracy** for petition to dismiss previous application for Fordyce. Mr. Tracy is chief engineer of **KLRA Little Rock.** Announced Jan. 3.

KFFA Helena, Ark.—Seeks assignment of license from **J. Q. Floyd, Sam W. Anderson** and **Deasdia A. Franklin,** administratrix of estate of **John T. Franklin,** deceased, partnership d/b as **The Helena Bcstg. Co.** to Sam W. Anderson and Deasdia A. Franklin d/b as **Helena Bcstg. Co.** for $10,000 for Mr. Floyd's interest. Mr. Anderson will own two-thirds of station, Deasdia A. Franklin, one-third. Announced Jan. 8.

KPLA (FM) Los Angeles, Calif.—Seeks assignment of license and cp from **School of Radio Arts** to **KPLA Inc.** for $40,000. KPLA will be owned by **John H. Poole** (75%) and **Don C. Martin** (25%). Mr. Martin is current licensee of KPLA (FM). Mr. Poole is licensee of **KBIG Avalon,** 49% owner of **KBIF Fresno** and holds cps for **KBIC-TV Los Angeles** and **KBID-TV Fresno** all California. Announced Jan. 6.

WILZ St. Petersburg Beach, Fla.—Seeks assignment of cp from **Edmund A. Spence,** tr/as **Holiday Isles Bcstg. Co.** to **Holiday Isles Bcstg. Co.** Corporate change. No control change. Announced Jan. 3.

KANS Wichita, Kan.—Seeks assignment of license from **State Bcstg. Co.** to **Radio Active Inc.** for $200,000. New owners are **Jerome W. O'Connor, Thomas L. Davis** and **Harry H. Patterson,** each one-third. Mr. O'Connor is sole owner of **WPFA Pensacola, Fla.,** 50% owner of **KLEE Ottumwa, Iowa,** and 70% owner of **WBOW Terre Haute, Ind.** Mr. Davis manages **WAAF Chicago.** Mr. Patterson is building contractor. Announced Jan. 3.

KMLB-AM-FM Monroe, La.—Seeks assignment of license from **Liner's Bcstg. Station Inc.** to **WSTV Inc.** for $105,000. WSTV Inc., licensee of **WSTV-AM-FM-TV Steubenville, Ohio,** is owned by **Jack N. Berkman,** president (17.21%), **Louis Berkman,** vice president (17.21%) and others. WSTV Inc. is licensee of **KODE-AM-TV Joplin, Mo.** Individual owners of WSTV have interests in **WHTO-TV Atlantic City, N. J., WPIT Pittsburgh, Pa., WBOY-AM-TV Clarksburg, W. Va.,** and **WPAR-AM-FM Parkersburg, W. Va.** Announced Jan. 3.

KNOE-TV Monroe, La.—Seeks assignment of license from **James A. Noe** to **Noe Enterprises Inc.** Corporate change. No control change. Announced Jan. 3.

WLAM Lewiston, Me.—Seeks transfer of control of licensee corp. **(The Lewiston-Auburn Bcstg. Corp.)** from **Frank S. Hoy** to Frank S. Hoy and **F. Parker Hoy** as family group as gift. Announced Jan. 7.

WJDY Salisbury, Md.—Seeks assignment of cp from **Hoyt C. Murphy** to **Norman M. Glenn** for $13,059. Mr. Glenn was former owner of **WCHI Chillicothe, Ohio.** Announced Jan. 7.

WEGA Newton, Miss.—Seeks assignment of license from **Newton Bcstg. Co.** to **East Central Bcstg. Co.** for $12,500 or $15,500 on time. Owners are **B. L. Blackledge** (50%), **F. M. Smith** (26%) and others. Messrs. Blackledge and Smith are each 50% owners of **WBKH Hattiesburg, Miss.** Announced Jan. 3.

KXLW Clayton, Mo.—Seeks transfer of control of licensee corp. **(Saint Louis County Bcstg. Co.)** from **John W. Kluge** and **Marcus J. Austad** to **Big Signal Radio Bcstg. Co.** for $285,199. Big Signal Radio Bcstg. Co. is owned by **R. J. Miller** and **George Eng** (each 50%). Messrs. Miller and Eng have various business interests. Announced Jan. 6.

KWSL-TV North Platte, Neb.—Seeks assignment of cp from **Goldenrod Tele-Radio Co.** to **North Platte Television Co.** for $5,000 plus 100 shares of stock in North Platte to Ray J. Williams, president and ⅓ owner of Goldenrod. Rush Clarke is president and 4.3% owner of North Platte Television. Ray J. Williams is 60% owner of **KRFC Rocky Ford, Colo.** Announced Jan. 1.

KNED McAlester, Okla.—Seeks transfer of

Continues on page 116

"Whatever your broadcast needs, go straight to Collins"

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum*.**
- **All other classifications 30¢ per word—*$4.00 minimum*. • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Experienced radio-tv salesmen, announcers, engineers. Send resume, tapes immediately. Southern Radio, P. O. Box 585, Macon, Ga.

Wanted, experienced commercial manager-salesman for small market. Salary plus commission. Wanted, experienced staff announcer, $70.00 for forty hours. Wanted, experienced newsman for collecting and writing local and regional news. Salary to be determined on experience and educational background. For details contact Sam W. Anderson, Mgr., Radio Station KFFA, Helena, Arkansas.

If you are a salesman and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

Management

Eastern chain has new station under construction. Needs assistant station manager immediately. Eventually promotion to manager. Applicant must have several years announcing experience, sales experience, must be married, must have car. Send tape, resume and photo. Box 157C, BROADCASTING.

General manager: Midwest single station market in a city over 100,000. Fastest growing area. Want proven aggressive big thinking man who knows how to get time sold. Box 491C, BROADCASTING.

General manager for medium sized western station. Must be hard working and capable of selling the market, as well as radio time. Write in confidence giving full personal details. Box 545C, BROADCASTING.

Only fulltime independent in competitive market needs combination assistant manager-commercial manager. Some air-work helpful but not essential. Box 682C, BROADCASTING.

Sales

Announcer-salesman wanted. Good salary for announcing shift, 15% sales commission. Located in South Carolina town of 25,000. Box 439C, BROADCASTING.

Good opportunity in a leading market, Wilmington, Delaware, for experienced radio salesman. Guaranteed $125 per week against 15% commission. Personal interview necessary. List age, education, experience and present billing. Box 522C, BROADCASTING.

Excellent future for experienced salesman with Memphis independent. Good salary plus. Box 608C, BROADCASTING.

Detroit independent needs experienced salesman. Excellent future, unlimited potential. Box 609C, BROADCASTING.

Splendid future with Newark independent for man with proven sales ability. Box 610C, BROADCASTING.

Outstanding advancement opportunity for experienced, stable salesman, northern California independent. No house accounts, take over existing billing; draw against commissions ranging up to 25%. Send full personal details first letter. Box 626C, BROADCASTING.

Radio salesman wanted new, progressive music and news in excellent dry, high climatic conditions. You can grow with our organization. Salary plus. Box 646C, BROADCASTING.

Suburban Chicago. Aggressive, young salesman with some experience. 25% commission with advance. All information first letter. E. Wheeler, WEAW-am-fm, Evanston, Illinois.

Top sales opportunity for experienced self-starter to become sales manager in 150,000 market. WKLZ, Kalamazoo.

If you are a radio time salesman and can produce, you can make $300.00 the first week. Strictly commission. **Phone Jack Doyle, Chestnut 1-6656, St. Louis, Missouri, for telephone interview.**

RADIO

Help Wanted—(Cont'd)

Announcer

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

Announcer for progressive independent in northern vacationland. No floaters. Send tape and background immediately. Box 366C, BROADCASTING.

Western Virginia daytimer needs capable announcer with first ticket. $85.00 per week or better, depending on experience. Box 385C, BROADCASTING.

Announcer-first class engineer or a salesman-first class engineer for northeastern station. Pleasant working conditions, vacation arrangement. Box 390C, BROADCASTING.

Staff announcer 250 watt network station wanted. Send complete details including salary expected. Tape, etc., will be returned. Box 437C, BROADCASTING.

Florida, south coast. Aggressive independent needs personality pop-dj. Send tape, resume, references. $100 week to start. Box 468C, BROADCASTING.

Work in successful station with excellent facilities, congenial staff, and good opportunities. If you have pleasant voice, and good delivery, send resume to Box 470C, BROADCASTING.

Announcer wanted, must be mature, experienced, warm, friendly personality with ability to sell on the air. Please submit resume, tape and picture with your letter. No recent radio school graduate, please. Box 484C, BROADCASTING.

Need immediately experienced, steady morning man. Florida station. Must be able to meet and top competition. Combo operation. Good working conditions. CBS station. Give full details in letter to Box 547C, BROADCASTING.

Experienced negro announcer with good voice and personality wanted by an outstanding negro station. Send tape, resume and picture. Box 568C, BROADCASTING.

Alabama radio station has opening for experienced announcer. Good salary plus 15% commission on sales. Box 573C, BROADCASTING.

Good announcer. Emphasis on announcing, routine board work, but first phone required. Excellent pay for right man. Multi-station market in western Washington. Outstanding recreational facilities. Wonderful crew. Multiple station ownership enhances promotion possibilities. Send tape, resume and photo. Box 613C, BROADCASTING.

Experienced, successful morning personality for long established regional in large New England market. Combination radio-tv operation. Excellent pay and working conditions in this union station. Must have good voice, humor, and know music. Send tape and background to Box 641C, BROADCASTING.

Announcer-first class engineer needed immediately for top-notch music-news indie within 100 miles New York City. Announcing most important. No maintenance. Top salary for top man. Tape, resume to Box 644C, BROADCASTING.

Immediate opening for announcer on 5 kw network station in the southwest. Send audition tape, picture, and resume to Box 648C, BROADCASTING.

Like south Florida ocean beaches, fishing, boating? Small successful network station needs announcer. $75.00 week plus sales commissions. Send tape, references. Box 650C, BROADCASTING.

Chief engineer opportunity announcing-sales or sales service. New RCA remote controlled transmitter automatically switches to standby transmitter if main fails. Progressive businesslike station in pleasant community within 2 hours drive New York City. Send resume, picture. Box 663C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Opening for good announcer, must be experienced, first ticket not needed. All new RCA equipment. Music, news format. Most ideal spot in California to live, one hour to trout fishing. Box 674C, BROADCASTING.

Immediate opening for experienced staff announcer with mid-western music and news operation in a city of 125,000 population. Send resume and tape to Box 675C, BROADCASTING.

Wanted: Staff announcer and salesman-announcer for South Carolina daytimer. Send complete details with tape, including references. Box 680C, BROADCASTING.

Northeast Pennsylvania daytimer will pay from 85 to 100 depending on ability for dee-jay with first class ticket. Emphasis on air work but engineering ability also important. Position just opened up. Send tape, photo, resume to Box 681C, BROADCASTING. No beginners please.

Wanted: Newsman. Some board work. $100 per week. KIFI, Idaho Falls.

Pioneer network station in heart of nation's finest fishing and hunting country will have opening soon for announcer with friendly approach and some knowledge of sports. First ticket and some technical knowledge highly desirable. Share moving expenses. Modern station and finest equipment. Send tape and information to KRLC, Lewiston, Idaho.

5 kw fulltime Georgia independent needs hillbilly announcer without the accent. Must have voice good enough for production spots. Prefer party who is available for personal interview. Send tape and letter with all information including references. WACL, Waycross, Georgia.

Experienced announcer to handle teenage disc jockey program, plus staff work. Possible tv work also. Send picture, tape and resume. WCOV, Montgomery, Alabama.

Disc jockey needed now. Must be able to sell, hit a fast pace, and care about production. A good solid job for the right man. Town of 30,000, progressive station, fine pay and working conditions. Contact Clyde Johnson, PD, WFIN, Findlay, Ohio.

Have immediate opening for afternoon and early evening man top rated station. Must be live wire personality. Rush tape, resume and photo to Ken Mercer, WMFJ, Daytona Beach, Florida.

Suburban Cleveland independent accent on local, need excellent voice, one year minimum experience. Send tape, resume 1st reply. Personal interview required, $95.00 or better. WPVL, Painesville, Ohio.

Experienced music and news announcer. No beginners please. Tape, resume, photo, plus past and expected earnings; and references with first letter. WRTA, Altoona, Pennsylvania.

Technical

Excellent job open for good combo announcer-engineer. Send complete details including audition tape which will be returned. Job pays $100 weekly. Box 438C, BROADCASTING.

Wanted. First class engineer with good announcing voice. Top pay. State salary requirements, include tape and picture. Rush to Box 510C, BROADCASTING.

Chief engineer with better than average voice wanted at once. 30 hours announcing per week with minimum maintenance. Insurance benefits, paid vacations; ideal working and living conditions. Name your price. Call Joe Wilder, WBAW, Barnwell, S. C., immediately.

Need first class phone man for transmitter. $260. Contact Victor H. Voss, Radio Station WWCA, Gary, Indiana.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted—combination announcer-engineer, accent on engineering. Short announcing trick. Florida east coast. Ideal working conditions. State salary expected. Box 685C, BROADCASTING.

Production-Programming, Others

Program director-announcer with executive ability for southern New Jersey's leading independent. Salary open. Box 686C, BROADCASTING.

Need by January 16, newsman gather, write, edit local news; operate mobile unit. 5000 watt southwest independent. Salary open. Send tape and background to Jack Britton, Radio Station KTRN, 917½ Scott, Wichita Falls, Texas.

Copywriter will be needed on January 20, 1958 by 50,000 watt CBS radio affiliate KWKH, Shreveport, Louisiana. If interested send sample of work and personal background.

Newsman to gather, write and deliver local news. Operate tape recorders. Must be experienced. $100 to start with increases plus profit sharing plan. Manager, WCOJ, Coatesville, Penna.

Program director-newsman for independent station in north-western North Carolina. Good working conditions. If interested write or call WKBC, North Wilkesboro, North Carolina.

RADIO

Situations Wanted

Exception to the rule! Couple to work as sales manager and program director. Fifteen years experience in both white and negro operations. Employed, but desire change to southern climate. Excellent references. New, compact station in small city preferred. Box 635C, BROADCASTING.

Management

Experienced radioman desires managership small station in south. Announcing, sales, programming. Box 634C, BROADCASTING.

The BIG MONEY goes to F. C. C. LICENSED MEN!

F.C.C. License—the Key to Better Jobs

An FCC commercial (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualification. Employers are eager to hire licensed technicians.

Grantham Training Does the Job

Grantham School of Electronics specializes in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Learn by Mail or in Residence

You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Our free booklet gives details of both types of courses. Send for your free copy today.

MAIL TO SCHOOL NEAREST YOU.

Grantham Schools, Desk B-3

821 19th Street N. W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name ----------

Address ----------

City ---------- State ----------

I am interested in:

☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Management

Young, ambitious, experienced radio man seeks station management position. Experience includes sales, announcing and promotion work. Fresh ideas to make radio sell and put station on top. Write to Box 643C, BROADCASTING.

If you are looking for a progressive man as general manager, write for my brochure. Don't take me on speculation. College, ten and a half years experience, teacher in radio, lecturer of radio and tv, writer for theatre and actor, with a strong organizational and public relations ability. I believe in a gimmick called, "Intelligence." Married to school teacher and artist, 34 years old, will travel. Box 655C, BROADCASTING.

General managementship wanted, now employed assistant general manager highly promotional operation, 18 years radio experience, references, married and reliable, can and will produce. Box 662C, BROADCASTING.

General manager. Experienced, young, aggressive. 11 years in broadcasting. Recently general manager vhf station in market with over 700 million retail sales, 1 billion consumer income. Turned losing operation into profitable high rated station, number one in market. Strong on sales, programming, promotion, administration. Family man, community-minded. Seeking permanent position. Available February 1st. Box 664C, BROADCASTING.

General manager. Eleven years radio. Best references. Built losing small-market station to profit during recent economic slump. Seeking greater responsibility, larger, competitive market. $9000.00 plus. Write K. W., 4720 SW 99th Ave., Beaverton (Portland), Oregon.

Sales

Available: Sales manager-promotion director for progressive operation midwest to west coast. Successful salesman metropolitan, farm markets. Successful sales manager-promotion director with regional, competitive market. Former station owner. Produce personally, direct others to top production. Know programming. Married, age 30. Would like connection multiple station operation. Best references. Get the facts! Box 629C, BROADCASTING.

Salesman. Presently employed. Interested in working for small station with dependable policy and personnel. Box 669C, BROADCASTING.

Young woman with five years experience radio sales seeks sales or sales management position with live-wire independent. Box 672C, BROADCASTING.

Announcers

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 535C, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 536C, BROADCASTING.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 537C, BROADCASTING.

Negro team-husband and wife. Sure-fire puller with services and gimmicks. Ready to make money for you. Box 538C, BROADCASTING.

Northwest-outstanding newcomer. DJ, news, sales. University graduate, 22, single. 1 year experience as announcer in educational tv and radio. Third phone, run board. Box 560C, BROADCASTING.

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Comedian, stooge, musician. First ticket. Seeking larger market. Minimum $140.00. Box 580C, BROADCASTING.

Looking for an attractive girl personality, one with college degree, experience? Then write Box 591C, BROADCASTING.

Staff announcer-dj desires position in eastern Iowa, northern Illinois, or southern Wisconsin. Reliable, references. Box 605C, BROADCASTING.

Staffer 5 years. Good at any et all. Really air sells. Desires "home." Married. Require minimum $110.00. Box 607C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Here's a top rated hillbilly who would like to join a top rated station in the S.E. Good references. Write Box 612C, BROADCASTING.

Available now! Experienced dj and production man. Family man. Desire spot on announcing staff of progressive radio station. Box 614C, BROADCASTING.

Win a lifetime "disc jockey." Contest open for radio executives: Midwest, northeast, south Florida. Prize: Intelligent, girl dj, guaranteed top performance. To qualify answer yes to the following questions: 1. Do I need capable, experienced girl 22, top-rated dj, cooperative? 2. Does position require enthusiasm, ability to sell products, ad-lib, run board, obtain more audience? Mail your entry now! Box 615C, BROADCASTING. This contest is not based on remuneration. Entries judged on opportunity, future.

Radio announcer, negro. Thoroughly trained in all phases. Good dj man. Prefer small growing station. Reliable, good potential. Tape available. Box 619C, BROADCASTING.

Young, ambitious dj; good voice; 3 years experience including major market; married; college. Box 627C, BROADCASTING.

News announcer, dj. Radio-tv experience. Top references, complete information and tape on request. Box 633C, BROADCASTING.

Available after the first of the year. Desire personality type work, will consider all offers. My show is popular music, sports results, smooth production, no hot shot. Salary open, prefer major market. Request brief description of show desired. Box 637C, BROADCASTING.

Announcer, first phone. Married, no children, good selling voice, 2 years experience, authoritative newscasts. Smooth dj shows. Box 639C, BROADCASTING.

DJ, fast paced, good commercial, knows music, three years experience. Box 645C, BROADCASTING.

Staff announcer-dj. Commercial experience. Tape available. Prefer competitive market. Box 653C, BROADCASTING.

Announcer, music, news, sports, commercials. Operate board. Writer. Young. Cooperative. Box 654C, BROADCASTING.

First class announcer seeking job with future on sports-minded station. Basketball, baseball, football play-by-play. DJ, news, color, familiar with tv. Will travel. Box 656C, BROADCASTING.

Versatile, young announcer with resonant, authoritative voice. Can operate own board and turntables, knows production, familiar with Spanish, French. Box 659C, BROADCASTING.

Looking for future with small, growing, imaginative station. Prefer northern California and vicinity. Good voice, single, vet. Can write, deliver good commercial, sports, news copy. Photo, tape available. Box 661C, BROADCASTING.

Announcer, radio school graduate, seeks position. Will travel, tape available. Box 665C, BROADCASTING.

Announcer-dj with 2 years experience. Radio school graduate. Experienced in gathering and airing local news. Married. Desire position with future. Box 667C, BROADCASTING.

Announcer-dj, 10 months experience, can program pop, rock and roll, or country music. Operate own board. Box 677C, BROADCASTING.

Country-western dj. Guitar. Staff. Third. Thoroughly experienced. References. Box 679C, BROADCASTING.

If you are interested in getting a "network type" announcer for your station with 10 years experience, contact Carmine Diorio, Winoka Village, Huntington Station, N. Y. Minimum $100 week.

Washington, D. C. area: Versatile young radio man; announcer, first phone, news, office. Will come to you for personal interview. Write Ralph Heller, 1426-21st Street, N. W., Washington 6, D. C.

Available June: top-flight dj, newsman. At twenty-two am experienced morning-man, teen-time idol, midnight serenader. Ex-pd. manager nation's best commercial college station. Reliable, sober, hard-working. Hear me out or watch this space but for gallop-ing Pulse hire Dick Morgan, WPRB, Princeton, N. J.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, experienced, presently employed desires a change for the better, no juke boxes please. Contact Jack J. Quirk, 624½ S. Benton, Freeport, Illinois, or call Blue 1078.

Technical

Combo-car-class I commercial card. California-can come February 1st. Box 617C, BROADCASTING.

Young wake up man with ideas, gimmicks, and experience. Technical and construction background. First phone, presently employed. Prefer Florida. Box 631C, BROADCASTING.

Experienced radio-tv engineer first class license available immediately, south preferred. Box 632C, BROADCASTING.

Engineer, 3 years broadcast studio and transmitter plus other electronic fields. 1 year tv. Strong on maintenance. No announcing. Interested in chief of moderate size am or am-fm operation. Available February. Box 642C, BROADCASTING.

Chief, presently employed, desires position as chief. 4½ years experience includes installation of new equipment. Announcing experience, available immediately. Box 652C, BROADCASTING.

Engineer, first phone, am experience, some announcing. Will travel, family. Box 678C, BROADCASTING.

Have first, will travel, desire engineer position, radio or tv. Recent grad of C.I.R.T. Don Browning, 6364 Yucca St., Hollywood, Calif. HOllywood 4-1151.

Production-Programming, Others

Program director or art director. Versatile. Imaginative. All phases tv-radio. First phone. Writer, artist, cartoonist, advertising. College, Fine Arts and Telecommunications. Married. West preferred. Box 575C, BROADCASTING.

Young woman, 21, with two years experience as traffic manager, disc jockey, director of women's programs, desires job in small city. Can type, write commercial continuity and run control board. Box 611C, BROADCASTING.

Pencil-pushing, tape-toting metropolitan radio news reporter-writer offers services to aggressive, thinkforward station. Write 621C, BROADCASTING.

Reliable man desires steady position as news-sports director and/or announcer on station in Wisconsin or northern Illinois. Ten years experience with special emphasis on news, sports and special events. Reply Box 651C, BROADCASTING.

Man, 13 years all journalistic fields, reared in radio. Desires position publicity-promotion. Wife experienced newspaper, magazine. Box 668C, BROADCASTING.

If you need (1) top rated nighttime or morning show programmed with taste from the top-pop records, (2) production, promotion and service minded dj, how about this college graduate. 27, veteran but with youthful, energetic sounding voice. Prefer personal interview to taped audition. Write Box 684C, BROADCASTING.

TELEVISION

Help Wanted

Announcers

Florida vhf in gulf coast resort community needs hard working announcer immediately. Good radio announcer eager to learn television will be considered. Character references and audition tape required with application. Box 636C, BROADCASTING.

TELEVISION

Help Wanted

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Need transmitter and studio engineers by February 1st. Experience required. Contact Chief Engineer, WBOY-TV, Clarksburg, West Virginia.

Production-Programming, Others

Promotion manager. We want a man who can tell this station's story effectively thru audience and sales promotion. We offer this man a good story to tell and a chance to stand on his own two feet. We are a medium-sized vhf west coast station. Please send a complete resume in complete confidence. Box 540C, BROADCASTING.

Sales promotion-tv. Experienced tv sales promotion specialist to prepare sales presentations, handle direct mail campaigns and direct other station sales promotion activities. Large eastern market, permanent position with excellent working conditions. Box 624C, BROADCASTING.

Want to add to continuity department, one experienced tv copywriter for station in fastest growing market in southeast. Salary open, depending on ability and past experience. Send samples and background first letter to Richard A. Fennel, WRDW-TV, Augusta, Georgia.

TELEVISION

Situations Wanted

Management

General manager now managing network vhf station, small market. Have developed present station to maturity and now desire larger market. Ten years radio and television management experience. Extensive midwest and New York agency contacts. Excellent network and national representative relations. Under 40. References. Box 232C, BROADCASTING.

Announcers

Able sports-staffer, play-by-play, good voice, now 11 months regional tv, 18 months Detroit radio, B.A., prefer west coast. Box 458C, BROADCASTING.

Announcer, experienced, presently in radio, desires opportunity in radio-tv station. Single, 27, veteran. Tape, resume available. Box 552C, BROADCASTING.

Radio or tv staff announcing or tv production, any capacity. BA Degree, major, communications. Full practical experience in tv studio facilities, camera, switching, audio. Jazz, pop deejay. Strong commercials, news. Sports background, play-by-play. Negro. No dialect. Not "stereotype." Married. Best references. Box 578C, BROADCASTING.

Four years on camera experience. Very strong on commercial, news and news editing and direction. With same organization for duration of tv experience. Desire advancement to larger market. Possibly as news director. Box 606C, BROADCASTING.

Technical

Experienced chief engineer in industry's newest medium multicasting, with seven years am-fm. Qualified announcer, photographer. Prefer Florida. Box 588C, BROADCASTING.

Studio supervisor or chief engineer who can take complete charge. 15 years experience in operation, maintenance, construction and administration assures you of efficient, economical technical operation. Proven ability supported by past performance and references. Now employed as tv studio maintenance chief. Salary open. Box 622C, BROADCASTING.

Chief engineer, fully qualified, now chief large midwest station, $8,000. Box 649C, BROADCASTING.

Employed studio engineer, 26, family desires employment in Florida or Texas, Louisiana coast. Military elect. school and experience, 8 months experience on video sw., audio, camera, proj., maintenance, 1st class ticket. Write P. O. Box 231, Duluth, Minn.

Production-Programming, Others

News director. Television and newspaper experience. Can gather, write and organize news. Familiar with press and movie cameras. Seeks greater opportunity. Box 620C, BROADCASTING.

RADIO STATIONS FOR SALE

Ours is a

PERSONAL SERVICE

Designed to fulfill the **Personal Requirements** of our Buyers and Sellers

Personal Service is the most important factor in doing business

- It goes beyond mere negotiating and multiple offices to the very core of personal needs, personal resources, personal abilities.
- It puts the human element into the cold facts of buying and selling. That is why 99.9% of our sales stay sold.

NORTHWEST

1. Exclusive in town of 12,000. Well equipped, good staff, sound economy. **Only $28,500 down.**

2. Exclusive. Profitable. Full Time gross $40,000. **Only $12,000 down.**

SOUTH

Only station in market of 20,000. Newly equipped. Daytimer. **$17,500 down.**

ROCKY MOUNTAIN

Captive market. Grosses $3,000 but should do $5,000.

Asking $35,000, low down payment and good terms.

JACK L. STOLL & ASSOCIATES

A **NATIONAL** ORGANIZATION for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Attention metropolitan NYC!! Talented young producer/director seeking production position with station, agency or packager. Will consider assistant or trainee. Experienced all phases, educated, progressive. Resident of city. Resume, references. Box 628C, BROADCASTING.

Production manager-producer/director. 8 years experience. Network, agency and local television production seeks permanent position with future. College. Married. Box 630C, BROADCASTING.

Former top network and freelance producer-writer-director seeks connection with a growing enterprising tv and/or am station. Wish to relocate in mild climate without smog and congestion. Thoroughly experienced all phases except maintenance; can write both creatively and commercial copy, direct, announce, sell, and originate specific new programs for local sponsor. Experienced film as well as live tv. Knows music-news-sports type programming, also dramatic, quiz and panel shows requiring production. Excellent credits and references on request. Box 640C, BROADCASTING.

Publicity director or public relations position desired. College graduate in journalism with daily newspaper, college public relations and television publicity background. Box 647C, BROADCASTING.

SRT graduate, college background, experience, seeks position in tv production. Can qualify also as camera man, audio man, switcher and boom operator. Resume. Box 658C, BROADCASTING.

Top-notch woman film editor, experienced all phases film production, network tv. Capable, dependable, personable. Box 660C, BROADCASTING.

Copywriter, publicity. Experienced tv publicity, rating research, thorough knowledge programming; lively copy, hard-worker. Box 683C, BROADCASTING.

Young artist. College. Experienced state advertising agency. Wishes break in ground floor television art, set design. P. O. Box 192, Jefferson City, Missouri.

FOR SALE

Stations

For sale: One kilowatt daytimer in good small market. $5,000 will handle. Box 440C, BROADCASTING.

Wisconsin station with excellent record of earnings and gross sales. $100,000 cash required with terms on balance. Only replies from qualified principals will be answered. Direct replies to Box 492C, BROADCASTING.

1 kw regional, daytime only, in wealthy, growing midwest market serving over 500,000 people with retail sales of $628,000,000.00+ available thru purchase of all capital stock in licensee corporation. $50,000.00 will handle. Qualified parties, no brokers, contact Box 553C, BROADCASTING.

Texas daytimer. Good small market. $11,000 down. Floyd Bell, Box 1051, Texarkana, Texas.

Kentucky $75,000; Michigan $250,000; Pennsylvania $450,000; Channel 6 $5,000,000; Florida $75,000; Pennsylvania $150,000; Massachusetts $85,000; West Virginia $68,000; Florida $88,500; Florida $85,000; Channel 2 1½ million; Florida $350,000; Channel 5 over a million; Virginia $75,000; Illinois uhf $160,000; Maine $100,000; Michigan $70,000. Please write Haskell Bloomberg, Broker, Lowell, Massachusetts.

Northeast medium market, $375,000, terms. Chapman Company, 17 East 48th, New York.

Southeast profitable medium market. $250,000. terms. Chapman Company, 84 Peachtree, N. W., Atlanta.

Gulf south secondary market station, $80,000, terms. Chapman Company, 84 Peachtree, N. W., Atlanta.

Florida, profitable small market station, $35,000 down payment. Chapman Company, 84 Peachtree, N. W., Atlanta.

Upper south small market station, serving three counties. $65,000, terms. Chapman Company, 84 Peachtree, N. W., Atlanta.

New York area, $350,000, terms. Chapman Company, 17 East 48th, New York.

Florida, profitable fm station, large market, $100,000, terms. Chapman Company, 84 Peachtree, N. W., Atlanta.

Florida coastal metropolitan market station. $100,000, terms. Chapman Company, 84 Peachtree, N. W., Atlanta.

FOR SALE

Stations—(Cont'd)

Individual and syndicated buyers for good properties. Urgently need 1-5 kws and tv stations, and offer of $1,200,000 on two network radios. HOLCO, IVanhoe 1-8482, 514 Hempstead Avenue, West Hempstead, New York.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Equipment

10 kw RCA Channel 6 tv transmitter, type TT1OAL including tubes (as is), crystal holders, side band filter, harmonic filter, 4.75 mc low pass filter. Now in use and in perfect operating condition. Less than 10 months old. Substantial saving. Box 542C, BROADCASTING.

Streamline your console with new chrome finish mushroom type Western Electric knobs @ 0.85¢. Also available smaller size mushroom chrome @ 0.60¢ and smaller round chrome @ 0.40¢. Box 670C, BROADCASTING.

One used Tapak spring wound portable recorder in good condition $200.000. Box 671C, BROADCASTING.

2 RCA model M1 12800 B turntables with portable carrying cases. Converted to 45 RPM, complete with arms and heads. Heathkit tube tester, model TC 1, like new. Brush recorder BK 403 in excellent operating condition. Heavy duty power supply used in conjunction with remote transmitter. Best cash offer. Don Moran, Chief Engineer, WBEV, Beaver Dam, Wisconsin.

One 1126-C Western Electric program operated level-governing amplifier. Five years old. Operates from and into 600 ohm circuit. Mounts on 19 inch panel. In good condition. $150.00. WFKY, Frankfort, Kentucky.

For sale 10 kw fm transmitter, General Electric, never used and in excellent condition. Contact Manager, WLNA, Peekskill, N. Y.

WANTED TO BUY

Stations

Am interested in investing-in or purchasing an unproductive local Florida radio station as an experienced working member of the organization. Write Box 616C, BROADCASTING.

Experienced news, program and play-by-play sports director seeks interest in radio station. Have experience and finances. Box 623C, BROADCASTING.

Buy or lease with option to buy. Low priced am operation. Prefer rockies, consider anywhere. Salesman, announcer, engineer. 18 years experience. Now managing. Consider management. Box 625C, BROADCASTING.

Stations wanted! Southwest. For private sale only. Ralph Erwin. Broker. Tuloma Building. Tulsa.

Equipment

Good used 5 kw transmitter, air cooled. Box 501C, BROADCASTING.

Wanted, good used 3 kw fm transmitter and accessories. Reply Box 567C, BROADCASTING.

General Electric 20 kw amplifier, type TF-4-A. Please give full details first letter. Box 618C, BROADCASTING.

Wanted, fm transmitter 10-kw. Give full details and price. Box 638C, BROADCASTING.

One kilowatt transmitter for standby. Working conditions must be guaranteed. Submit price, description and shipping cost. KPOA, Honolulu.

Studio lights (used) needed at once. 18" scoops 8" Fresnel spots, 19" roller coaster standards, also 20" and 25". Send all details and price Bill Hargan, KSBW-TV, P. O. Box 1651, Salinas, California.

GE opaque, slide projector, type PF-4-A with single barrel lens, A-1 condition. State price. Chief Engineer, WCCO-TV, Minneapolis, Minnesota.

Disc recording equipment, Presto, RCA etc. Write J. F. Cerny, WJOL, Joliet, Illinois.

Interested in purchasing a 3 kw or a 5 kw fm transmitter or a 5 kw fm amplifier which can be driven by a 1 kw RCA fm transmitter. E. Sonderling, WOPA, Oak Park, Illinois, Village 8-5760.

WANTED TO BUY

Equipment—(Cont'd)

Thesaurus-Western Electric ERPI transcriptions-Xavier Cugat's Orchestra-Bruzzese-150 Norman-New Rochelle, N. Y.

5 to 10 kw fm transmitter and accessories. Ed Nall, 4516 North Libby, Oklahoma City.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

INSTRUCTIONS WANTED

Private instruction desired, FCC first phone, New York City. Box 594C, BROADCASTING.

RADIO

Help Wanted

Sales

Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to

Box 215C, BROADCASTING

TELEVISION

Help Wanted

Announcers

TV ANNOUNCER
CALIFORNIA-VHF
3 Network Station

Needs announcer who is versatile, stable, personable and easy to get along with. Must be top air salesman willing to do many jobs in addition to announcing. Good working conditions and profit participation. Send photo, tape at 7½ rpm with various commercials, all references first letter to Gary Ferlisis, KSBW-TB, P. O. Box 1651, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Announcers

IMMEDIATE OPENING
Need top quality TV announcer for VHF operation. Excellent opportunity for man who can deliver. Please send tape and picture to Ralph Webb, P. O. Box 3128, Waco, Texas.

Production-Programming, Others

TV ARTIST
CALIFORNIA VHF

***3 Networks*—2 Station Operation Needs top-flight all-around artist. Scenic, tv graphs, hand lettering, air brush, type setting, animation, 2x2 slides as well as promotion department art and ads. Good working conditions in California's best climate. Profit participation, medical, and other benefits. Send all details, experience and references first letter with several samples to: Gary Ferlisis, KSBW-TV, P. O. Box 1651, Salinas, Calif.**

CALIFORNIA VHF
TV STATION
NEEDS

"Gal Friday." Small market. 3 network vhf on California coast needs all-around woman who knows tv traffic and continuity. Must be thoroughly experienced, good on detail and follow through. The girl we need can run a tv program department including sales service. Pleasant working conditions. Profit participation. Major medical hospitalization plan and paid vacation. Be a one woman tv station program department and enjoy it in California. Send all details, references, photo to: Rowena Kimzey, KSBY-TV, P. O. Box 286, San Luis Obispo, California.

TELEVISION

Situations Wanted

Sales

Position Wanted . . . . TV Sales Manager

Who gave his station a 58.9% *increase* in National Sales in 1956 over 1955 and a 24.5% *increase* in 1957 over 1956! (In a four-station market!!)

He's had eleven successful years in the B&T industry: 4 years in Radio, 7 years in Television (all major markets). Every minute devoted exclusively to the sale of station time and facilities.

Complete reference list including present employer, past employers, leaders in the B&T industry . . . top local and national agency people will be furnished upon request.

For full information, write Box 666C, BROADCASTING

TELEVISION

Situations Wanted—(Cont'd)

Management

MR. MANAGER:

IF your sixty hour week is no longer sufficient to meet the heavy demands of your administrative duties . . .

IF you are developing a new operation, expanding an established one, looking for ways to cut costs and increase profits, replacing a key man, or seeking a practical solution to the aforementioned problem of time-consuming details that must be handled out of your own office;

THEN I may have just the talent, experience and the extra sixty hours a week you need.

My last ten years have been spent in preparation for the job of administrative or operational assistant to the capable and progressive station or group manager I am now seeking . . . ten years of becoming solidly conversant (from actual operation through formulation of policy) with all phases of competitive commercial telecasting in a major market (engineering excepted), while specializing in producing top ratings and high profits from a film-heavy program schedule.

With the preceding business qualifications and as a healthy, high-voltage, nationally known, 35-year-old, married and paternal, property-owning broadcaster, I could be a valuable asset to you and your operation.

For complete details write or wire Box 657C, BROADCASTING.

FOR SALE

Equipment

COMMUNITY ANTENNA
Midwest system with 700 subscribers and potential of 1,800. Now receiving four TV stations. Good earnings record in a good town. Attractive terms to right buyer.
Box 673C, BROADCASTING

TOP TRANSCRIPTION TURNTABLE
Do you know that the FAIRCHILD model 530-G is the only 3 speed Direct Drive Turntable expressly designed for continuous broadcast use?
Just one example—its rugged drive is vibration mounted on a 75 lb. slab of structural steel to minimize rumble transmission.
Write for complete details.
FAIRCHILD RECORDING EQUIPMENT COMPANY
Long Island City 1, New York

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

WANTED TO BUY

Equipment

TENDERS

AUSTRALIAN BROADCASTING COMMISSION

TENDERS will be received by the General Manager, Australian Broadcasting Commission, 264 Pitt Street, Sydney, N. S. W., Australia, up to 3 p.m. on 20th March, 1958, for the supply and delivery of technical equipment for the establishment of National Television Studio Centres in Brisbane, Adelaide, Perth and Hobart.

Tender forms and full particulars are obtainable from the New York Representative, Australian Broadcasting Commission, Room 3320, 630 5th Avenue, New York 20, New York; Telephone PLAZA 7-2462.

INSTRUCTIONS

START at $75 to $100 week!
Radio and television stations by the hundreds request our graduates as announcers, writers, actors, etc. New term starts Feb. 3rd. Write for details immediately to:
NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th St., N.W. (Dept. B-T)
Washington, D. C.

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the School of Announcing are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write or phone
DETROIT SCHOOL of ANNOUNCING AND SPEECH
5840 Second Blvd., Detroit, Mich.

TELEVISION

Help Wanted

Production-Programming, Others

PROMOTION MANAGER WANTED

Major network tv-radio affiliate in first fifty markets needs fairly experienced man or woman to head up department. Responsible for audience and trade press print and to supervise the merchandising department. Stations long time ARB-Pulse leaders in market with top-flight story and excellent national representative. Can arrange personal interview in Chicago and New York areas within next thirty days. Salary open.
Box 687C, BROADCASTING

control of licensee corp. **(Pittsburg County Bcstg. Co.)** from **Paul Silva, Carl Ross, James Ross, Charlie Fassino** and **Anna Blau Fassino** to **Ray Van Hooser** for $32,000. Mr. Van Hooser (99.2%) owner is general manager of KNED. Announced Jan. 8.

KFLY Corvallis, Ore.—Seeks transfer of control of licensee corp. **(Mid-Land Bcstg. Co.)** from **Oregon Radio Inc., Lane Bcstg. Co.** and **Donald B. McCormick** to **David E. Hoss** and **Leander Quiring** for $35,000 plus additional business sum. Mr. Hoss was manager of **KSLM Salem, Ore.** Mr. Quiring has had various business interests. Announced Jan. 3.

WCAU-AM-FM-TV Philadelphia, Pa.—Seeks assignment of license and SCA from **WCAU Inc.** to **CBS** for $15.6 million, excluding real estate. CBS owned stations include **WCBS-AM-FM-TV New York, KNX-AM-FM** and **KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX-AM-TV St. Louis, WEEI-AM-FM Boston, WXIX (TV) Milwaukee** and **WHCT (TV) Hartford, Conn.** Announced Jan. 6.

WTVC (TV) Chattanooga, Tenn.—Seeks assignment of cp from **WROM-TV Inc.** to **Martin Theatres of Georgia Inc.** Corporate change. No control change. Announced Jan. 1.

KUNO Corpus Christi, Tex.—Seeks assignment of license from **KUNO Inc.** to **KUNO Radio Inc.** for $136,600. KUNO Radio is owned by **James Cullen Looney** (51%), **McHenry Tichenor** (39%) and **Troy R. McDaniel** (10%). These men also own **KGBT-AM-TV Harlingen, Tex.** Announced Jan. 6.

KDAV Lubbock, Tex.—Seeks assignment of license from **David P. Pinkston, Leroy Elmore** and **David R. Worley,** limited partnership, d/b as **Western Bcstg. Co.** for $50,000. Announced Jan. 8.

KBAM Longview, Wash.—Seeks assignment of license and cp from **KBAM Inc.** to **Paul D. Wickre** for $84,719. Mr. Wickre is communications engineer. Announced Jan. 3.

KAYE Puyallup, Wash.—Seeks transfer of negative control of licensee corp. **(Radio K Inc.)** from **Henry Perozzo** to **E. L. O'Hearn** for $44,000. Mr. O'Hearn is president and general manager of Radio K Inc. Announced Jan. 8.

Hearing Cases

FINAL DECISIONS

Commission gave notice that Nov. 20 initial decision which looked toward grant of application of **WKNE Corp.** for new am station to operate on 1490 kc, 250 w, U, in **Brattleboro, Vt.,** became effective Dec. 30 pursuant to Sec. 1.853 of the rules. Announced Jan. 3.

By order of Jan. 3, Commission made effective immediately Dec. 4 initial decision, as modified, and granted application of **Greenwood Bcstg. Co. Inc.,** for new tv station to operate on ch. 6 in **Greenwood, Miss.** Announced Jan. 3.

By order of Jan. 8, Commission made effective immediately initial decision of Dec. 4 and granted application of **Garland C. Burt** and **Sam C. Phillips,** d/b as **Gold Coast Bcstg. Co.,** for new am station in **Lake Worth, Fla.,** to operate on 1380 kc, 500 w, D. Announced Jan. 8.

INITIAL DECISION

Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of **Karl Kegley** for new am station to operate on 1570 kc, 250 w, D, in **Vanceburg, Ky.** Announced Jan. 6.

OTHER ACTIONS

Commission on Jan. 3 directed preparation of document looking toward granting application of **Cherokee Bcstg. Co.** for new am station to operate on 600 kc, 1 kw, D, in **Murphy, N. C.,** and denying competing application of **Valley Bcstg. Co.**

Commission on Jan. 8 directed preparation of documents looking toward:

Granting application of **Great South Bay Bcstg. Co. Inc.** for new am station to operate on 540 kc, 250 w, D, in **Islip, N. Y.,** and denying mutually exclusive applications on **Stern Bcstg. Co.** and **America Family Bcstg. Co.** for stations in **Ridgewood, N. J.;** and

Denying five petitions in **KOB** proceeding filed by **American Bcstg.-Paramount Theatres Inc. (WABC) New York, N. Y., KXA Inc. (KXA) Seattle, Wash.,** and **Westinghouse Bcstg. Co. Inc. (WBZ) Boston, Mass.** (stemming from March 13, 1957, approval of transfer of control of **Albuquerque Bcstg. Co. [KOB** and **KOB-TV] Albuquerque, N. Mex.,** from **Time Inc.,** and **Wayne Coy** to **KSTP Inc.**) which requested review of certain rulings of examiner, termination of KOB's operating authority on 770 kc, and dismissal of applications for mod. of cp of KOB and license to cover modified cp; also denying **WABC** petition to reopen record and expand issues.

Carroll Bcstg. Co., Oak Grove, La., and **Humphreys County Bcstg. Co., Belzoni, Miss.**—Designated for consolidated hearing applications for new am stations to operate on 1460 kc, D; **Carroll** with 500 w and **Humphreys** with 1 kw; denied request of Carroll for extension of time to amend application. Announced Jan. 3.

KSIL Silver City, N. Mex.—Designated for hearing application to change facilities from 1340 kc, 250 w, U, to 1430 kc, 500 w, 1 kw-LS, U; made **KARM Fresno, Calif.; KLO Ogden, Utah; KTUL Tulsa, Okla.,** and **KOSI Aurora, Colo.,** parties to proceeding. Announced Jan. 8.

The Albany Bcstg. Corp., Albany, Oreg.; W. Gordon Allen, and The Community Bcstg. Co. of Oreg., Eugene, Oreg.—Designated for consolidated hearing applications for new am stations to operate on 990 kc, D; **Albany** with 250 w, and **Allen** and **Community** with 1 kw; made **KOIN Portland** party to proceeding; denied request of Allen to include issue to determine financial ability of **Chester B. Wheeler** (president of Albany) to meet his commitments to purchase stock. Announced Jan. 3.

Williamson Bcstg. Corp., WBTH Williamson, W. Va., WMCD Welch, W. Va.—Is being advised that applications for renewal of licenses indicate necessity of a hearing. Announced Jan. 3.

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Dec. 31

	AM	FM	TV
LICENSED (all on air)	3,130	526	395[1]
CPs ON AIR (new stations)	65	11	101[2]
CPs NOT ON AIR (new stations)	100	53	113
TOTAL AUTHORIZED STATIONS	3,295	590	657
APPLICATIONS FOR NEW STATIONS (not in hearing)	395	39	76
APPLICATIONS FOR NEW STATIONS (in hearing)	108	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	503	48	127
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	227	19	38
APPLICATIONS FOR MAJOR CHANGES (in hearing)	29	0	13
TOTAL APPLICATIONS FOR MAJOR CHANGES	256	19	51
LICENSES DELETED	1	3	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Jan.8

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,130	65	103	514
FM	527	11	61	51
TV (Commercial)	396[1]	101[2]	114	129

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan.8

	VHF	UHF	TOTAL
COMMERCIAL	414	83	497[3]
NON-COMMERCIAL	22	6	28[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 40 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying appendix containing assignment of Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting Jan. 30, 1941.

MEXICAN

690 Kc.

XEAK Tijuana, Baja California—50 kw DA-N, Unl. (change in call letters from XEAC). Class I-B. 11-25-57.

960 Kc.

XEK Nuevo Laredo, Tamaulipas—5 kw D/DA-1, 1 kw N, Unl. (change in call letters from XEDF). Class III. 11-25-57.

970 Kc.

XEDF Mexico, D. F.—1 kw D/ND, 500 w N, Unl. (change in call letters from XEK). Class III. 11-25-57.

1310 Kc.

XEBP Terreon, Coahuila—250 w N/ND, 5 kw D, Unl. (reduce daytime power). Class III. 11-25-57.

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941.

CANADIAN

570 Kc.

CKEK Cranbrook, B. C.—1 kw DA-1, Unl. Class III. Now in operation.

CKCQ Quesnel, B. C.—1 kw DA-2, Unl. Class III. Now in operation.

730 Kc.

CKLG North Vancouver, B. C.—10 kw DA-1, Unl. (PO: 1 kw 1070 kc DA-1 II). Class II. E. I. O. 12-15-58.

920 Kc.

CJCH Halifax, N. S.—5 kw DA-N, Unl. Class III. Correction of error in class shown on List #114.

1130 Kc.

CBR Vancouver, B. C.—10 kw DA-1, Unl. Class I-B. Delete assignment.

1280 Kc.

CKCV Quebec, P. Q.—5 kw DA-1, Unl. Class III. Now in operation.

1290 Kc.

CFAM Altona, Manitoba—1 kw DA-1, Unl. Class III. Now in operation.

1570 Kc.

CFOR Orillia, Ontario—10 kw D/ND, 1 kw N, Unl. Class II. Now in operation.

Routine Roundup

ACTIONS BY FCC

By report and order, Commission postponed from Jan. 1, 1958 to Jan. 1, 1959, time for TV translator stations to comply with certain requirements for type approved equipment, and extended from Sept. 1, 1957 to Sept. 1, 1958, time for limited type approval of equipment meeting certain minimum requirements. Commissioner Hyde absent. Announced Jan. 6.

PETITIONS FOR RULE MAKING FILED

Granite City Broadcasting Company Mount Airy, North Carolina—Petition requesting allocation of ch. 8 to **Mount Airy, North Carolina** and substitution of ch. 11 for ch. 8 at **Charleston, West Virginia.** Announced Jan. 3.

Everett L. Dillard, tr/as Commercial Radio Equipment Company WDON Wheaton, Maryland—Petition requesting rule making to amend rule 3.25 to delete frequency 1540 kc therefrom automatically reclassify assignment of **KXEL** from a Class 1-B assignment to a Class II assignment in accordance with Rule 3.182(4)(b); and sever consideration of 1540 kc from Docket Nos. 6741 and 8333. Announced Jan. 3.

WKJF-FM Pittsburgh, Pa.—Petition requesting amendment of Rules so as to provide that licensees of fm broadcast stations engaging in functional music operation may, at licensee's option, do so on either simplex or multiplex basis; or, in alternative, that Commission grant Station **WKJF (FM)** waiver of Section 3.293 so as to authorize this station to engage in functional music operations on a simplex basis to and including March 1, 1959. Announced Jan. 3.

PETITIONS FOR RULE MAKING DENIED

Telecasting, Inc., WENS Pittsburgh, Pennsylvania—*Petition requesting amendment of Sec. 3.606 in accordance with either of following two reallocation plans: (1) fourth vhf channel would be provided in **Pittsburgh** and **Steubenville** would become all-uhf by exchange of ch. 9 and 16 between two cities; (2) following changes in vhf channel assignments would be made: add ch. 6 to **Pittsburgh** and delete same from **Johnstown-Altoona** area; add ch. 8 to **Philadelphia-Wilmington-Camden-Atlantic City** area and Johnstown-Altoona area, and delete same from **Lancaster**; and add ch. 12 to **Cleveland-Akron** area and Johnstown-Altoona area, and delete same from Erie and **Clarksburg.** Announced Jan. 3.
*Denied by memorandum opinion and order, 12-18-57.

By report and order, Commission denied petition by **James C. McNary,** consulting radio engineer, **Washington, D. C.,** for amendment of rules to authorize fm broadcast stations to employ antenna systems utilizing either horizontal or vertical polarization, and terminated proceeding in Denial is without prejudice to refiling at later date when more conclusive data to warrant changes are available. Commissioner Bartley voted for grant. Announced Jan. 6.

ACTION ON MOTIONS

On petition by Electronic Industries Association (EIA) (formerly RETMA), Commission on December 27, granted extension of time for filing comments from Jan. 15 to June 13, with time for filing replies to such comments 20 days thereafter, in matter of amendment of Part 3 of rules concerning Tv broadcast stations to authorize or require television reference test signal.

By Commissioner Robert E. Lee on dates shown:

Granted petition of Broadcast Bureau for extension of time to Jan. 20 to file Comments to "Petition to defer action upon or, in alternative, to designate for hearing with application for channel 12, New Orleans, Louisiana" filed by **Supreme Bcstg. Co. Inc.,** and **Oklahoma Television Corp.,** in proceeding on applications of **St. Anthony Television Corp.** and **WTVJ Inc.,** for cps for new tv station to operate on ch. 11 in **Houma, La.** Action Dec. 30.

By Chief Hearing Examiner James D. Cunningham on dates shown:

Granted motion of Broadcast Bureau for leave to submit "Comment on 'Opposition' filed by **Riverside Church** and 'Answer to Reply' filed by **Huntington-Montauk Broadcasting Co., Inc.**" in proceeding on fm applications of **The Riverside Church In The City of New York, New York, N. Y.,** and Huntington-Montauk Broadcasting Co., Inc., Huntington, N. Y. Action Dec. 26.

Granted petition of **WDAY Inc.,** for intervention in proceeding on applications of **Fargo Bcstg. Co.** and **North Dakota Bcstg. Co., Inc.,** for cps for new tv stations to operate on ch. 11 in **Fargo, N. Dak.** Action Dec. 31.

By Hearing Examiner Millard F. French on December 19:

Dismissed as moot petition to postpone hearing, filed by **Western Television Company,** proceeding on application of **Texas Technological** ch. 5 in **Lubbock, Texas.**

By Chief Hearing Examiner James D. Cunningham on dates shown:

Granted petition of **Hogan Bcstg. Corp., Long Beach, Calif.,** for dismissal without prejudice of its fm application, and applications of **Hall Bcstg. Co., Inc.,** and **Richard C. Simonton, Los Angeles,** are retained in hearing status. Action Dec. 31.

Order that hearing scheduled for Jan. 7 is continued to date in immediate future which will be specified by hearing examiner re mod. of cp of **Capitol Bcstg. Co.** (**WJTV** ch. 12) **Jackson, Miss.** Action Jan. 2.

Ordered that hearing scheduled to resume on Jan. 6 is continued to date in immediate future which will be specified by hearing examiner re application of **Television Bcstr. Inc.,** for mod. of cp to change from ch. 31 to ch. 12 in **Beaumont, Texas,** and applications of **KPBX Bcstg. Co.,** and **Brown Telecasters, Inc.,** for new tv stations to operate on ch. 12 in Beaumont. Action Jan. 2.

By Hearing Examiner H. Gifford Irion on December 31:

By memorandum opinion and order, denied petition of **WKBW-TV Inc., Buffalo, N. Y.,** for leave to amend its application for new tv station to operate on ch. 7 in **Buffalo, N. Y.,** with respect to its engineering proposal and financing.

By Commissioner Richard A. Mack on dates shown:

Referred to full Commission motion by **Port City Television Co. Inc.,** to dismiss its application for new tv station to operate on ch. 18 in **Baton Rouge, La.** Action Jan. 7.

By Chief Hearing Examiner James D. Cunningham on dates shown:

Granted motion of **Kermit F. Tracy, Fordyce, Ark.,** to extent that he seeks continuance of proceedings scheduled for Jan. 2 and 6 re his am application and that of **Jefferson County Bcstg. Co., Pine Bluff, Ark.;** proceedings are continued to date which will be specified by hearing examiner. Action Jan. 2.

Order that hearing is scheduled for Feb. 18 re application of **Triangle Publications, Inc.,** for mod. of cp to change transmitter location, increase ant. height, and change type of ant. and other equipment (**WNHC-TV** ch. 8) **New Haven, Conn.** Action Jan. 3.

Granted joint petition of **David M. Segal** and **Kenneth R.** and **Misha S. Prather, Boulder, Colo.,** for indefinite continuance of proceedings which have been scheduled herein, viz., Jan. 6—exchange of engineering exhibits; Jan. 13—exchange of direct cases; Jan. 20—formal hearing. Action Jan. 6.

By Hearing Examiner Charles J. Frederick on Jan. 6:

Ordered that prehearing conference will be held on Feb. 5 re am applications of **Radio Tampa, Tampa, Fla.**

By Hearing Examiner J. D. Bond on Jan 2:

Granted joint motion by **United Broadcasting Company Inc.,** and **New Hanover Broadcasting Co.,** and order after first prehearing conference in proceeding on their applications for new tv stations to operate on ch. 3 in **Wilmington, N. C.,** as amended is modified to provide that: (1) direct affirmative case exhibits and testimony will be notified to and exchanged by parties on or before March 13; and (2) further prehearing conference will be convened on March 27.

BROADCAST ACTIONS

By the Broadcast Bureau
Actions of Jan. 3

WTND, WORG-FM Orangeburg, S. C.—Granted involuntary transfer of control from **J. L. Sims** et al., as a family group to **Henry R. Sims,** et al., as Executors and Trustees of Estate of J. I. Sims, deceased, and **Hugo S. Sims,** et al., as Trustees of Estate of **H. S. Sims,** deceased.

KIFI Idaho Falls, Idaho—Granted cp to make changes in ant. system (increase height); condition.

WIDU Fayetteville, N. C.—Granted mod. of cp to change ant.-trans. location, studio location and change type trans.

WJDM Panama City, Fla.—Granted extension of completion date to Jan. 31.

Action of Jan. 2

WIVI Christiansted, V. I.—Granted extension of completion date to June 30.

Actions of Dec. 31

WASK, WFAM-TV Lafayette, Ind.—Granted

CARL W. VANDAGRIFT, General Manager

Like Hundreds of Broadcasters...

General Manager
CARL W. VANDAGRIFT of
WOWO
Ft. Wayne, Ind.

and Chief Engineer
HAL BROKAW

Selected STAINLESS TOWERS

HAL BROKAW, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

assignment of licenses and cp to **Lafayette Bcstg. Inc.**

WNEM-TV Bay City, Mich.—Granted license for tv station (main trans. and ant.); ERP vis. 100 kw, aur. 50 kw, ant. 1,000 ft.; and license to maintain ant. incorporated in BMPCT-2748 as auxiliary facilities.

KOOS-TV Coos Bay, Oreg.—Granted cp to replace expired cp for tv station.

KIXL Dallas, Tex.—Granted cp to install new main trans.

WJFL Jacksonville, Fla.—Granted cp to install a new trans. for auxiliary purposes only, change location of auxiliary trans. (location of main trans.); and mod. of cp to change ant.-trans. location and type trans.; condition.

WKPA New Kensington-Tarentum, Pa. — Granted mod. of cp to change type trans.; conditions.

Following were granted extensions of completion dates as shown: **KFKF Bellevue, Wash.** to April 17; **KBEV Portland, Oreg.** to April 1; **WBVE Vineland, N. J.** to April 20; **WHOT Campbell, Ohio** to March 30; **WJFL Jacksonville, Fla.** to April 27; **KFOX Long Beach, Calif.** to April 10; **WPNX Phenix City-Alabama, Columbus, Ga.** to March 1; **KDLS The Dalles, Oreg.** to March 31 (condition on all); **WBYE Calera, Ala.** to April 1; **KHAD-TV Laredo, Tex.** to July 20; **WATV Newark, N. J.** to Feb. 21; **WTWO Bangor, Maine** to March 13.

WKRG-TV Mobile, Ala.—Application for extension of completion date dismissed.

WBFC Fremont, Mich.—Granted permission to sign-off at 7:00 p.m. for a period of 90 days due to financial reasons.

Actions of Dec. 30

WQAM Miami, Fla.—Granted assignment of license to **Mid-Continent Bcstg. Co.**

KDWC West Covina, Calif.—Granted license for fm station.

WBUR Boston, Mass.—Granted cp to move trans.-studio from 640 Commonwealth Ave., Boston, Mass.; ant. 160 ft.

WERE-FM Cleveland, Ohio—Granted CP to install new FM antenna and increase ERP to 40 kw; antenna 600 ft.

WKRG-TV Mobile, Ala.—Granted CP to replace expired CP which authorized changes in TV station which expired 12-14-57.

Following were granted extensions of completion dates as shown: **WSUR-TV Ponce, P. R.** to 1-27; **WCOC-TV Meridian, Miss.** to 6-1.

WRNC Oakland, Md.—Granted extension of authority to remain silent to April 1, 1958.

WMOU-FM Berlin, N. H.—Granted authority to remain off the air to 1-23 due to equipment failure.

License Renewals

Following stations were granted renewal of license: **WBSR Pensacola, Fla.; WCNH Quincy, Fla.; WCNU Crestview, Fla.; WDAT South Daytona, Fla.; WDBO Orlando, Fla.; WDVH Gainesville, Fla.; WFLA Tampa, Fla.; WFOY St. Augustine, Fla.; WNDB Daytona Beach, Fla.; WNOG Naples, Fla.; WPDQ Jacksonville, Fla.; WPIN St. Petersburg, Fla.; WPLA Plant City, Fla.; WRWB Kissimmee, Fla.; WSIR Winter Haven, Fla.; WSTU Stuart, Fla.; WSWN Belle Glade, Fla.; WTWB Auburndale, Fla.; WTYS Marianna, Fla.; WWPF Palatka, Fla.; WZRO Jacksonville Beach, Fla.; WDAE-FM Tampa, Fla.; WDBO-FM Orlando, Fla.; WFLA-FM Tampa, Fla.; WJAX-FM Jacksonville, Fla.; WNDB-FM Daytona Beach, Fla.; WTND WORG(FM) Orangeburg, S. C.; WAIR Winston-Salem, N. C.; WGOL Goldsboro, N. C.; WGPS (FM-ED) Greensboro, N. C.; WKNY Kingston, N. Y.; WCBT Roanoke Rapids, N. C.; WELS Kinston, N. C.; WTYC Rock Hill, S. C.; WSKY Asheville, N. C.; WBLA Elizabethtown, N. C.; WGTM Wilson, N. C.; WIRC Hickory, N. C.; WMSC Columbia, S. C.; WRXO Roxboro, N. C.; WCHL Chapel Hill, N. C.; WMBL Morehead City, N. C.; WGSW Greenwood, S. C.**

Screen Gems' Fineshriber Notes Booming Sales in Latin America

As an indication of booming business for Screen Gems Inc. in Latin America, William Fineshriber Jr., director of international operations, reported last week that the company's sales volume there during the last six months of 1957 was more than double that of the entire previous 12 months.

In line with the business expansion there, Mr. Fineshriber announced that Gottfried (Fred) Hofer Jr. has been added to the sales staff of Screen Gems' affiliated company in Latin America, sharing the territory with John Manson, vice president and sales manager. Mr. Hofer, who will work out of Mexico City headquarters, formerly was with Young & Rubicam Mexico, S. A., as head of the plans board.

Mr. Fineshriber said that during December, 13 program sales were made in six Latin American countries. Screen Gems, he added, now has programs sold in 13 countries there and is negotiating for sales in another four.

Multiple Impact With 3 Spots

Tv advertisers in Canada can reach over two-thirds of a market with multiple impact by using only three 20-second spots, survey studies of the Bureau of Broadcast Measurement, Toronto, reveal. Two studies were made in October at widely spaced communities in Canada to prove the power of television advertising in Canada.

The first survey was made in London, Ont.; Calgary, Alta.; Regina, Sask.; and St. John's, Nfld. Three different evening time periods were selected during the week. The report showed the three spots reached 68% of all homes an average of 1.6 times each.

The second survey was made in Saskatoon, Sask.; London, Ont.; and St. John's, Nfld., on a late evening program Monday through Friday. Results showed that the spots reached 45% of all homes in these communities an average of 2.2 times each.

Grant Opens New Offices Abroad

Grant Adv. Inc. has opened five new overseas offices to give the agency a total of 40 (nine in the U. S.) throughout world, Will C. Grant, president, announced last Monday. Locations are Singapore, Malaya; Colombo, Ceylon; Nassau, Bahamas, and Salisbury and Bulawayo, both in Southern Rhodesia. International business accounts for $45-50 million of Grant's estimated overall $78 million (about 22% in radio-tv). Office managers are Harold T. Glaze, formerly senior account executive-director of a local Singapore agency, in Singapore; Reginald Candappa, Associated Newspapers of Ceylon, Colombo; Mrs. Marjorie Prentiss, Grant-International's Latin-American Division, Nassau; David Yates, chairman of the Advertising Agents' Assn. of Central Africa, in Salisbury, and David Hart, head of Grant's South Africa operation, in charge of the Salisbury-Bulawayo offices, with a manager to be named for the latter. Frederick E. Spence is executive vice president in charge of all Grant foreign office operations.

ABROAD IN BRIEF

GERMAN TV RATE CARD: As two more of West Germany's non-profit stations join Bavarian Radio in commercial television programming [INTERNATIONAL, Dec. 9, 1957], the four-station network has announced new rates. To reach 400,000 tv homes, a German advertiser can buy a 15-second spot in the daily half-hour commercial program for the deutschmark equivalent of $508. Commercials also are set up for 20, 30, 40, 50 and 60 seconds, with prices ranging up to $1,905 for one minute. Each additional 10 seconds costs $309. Program rates also have been fixed for a minimum five-minute show, with a minute commercial, to a maximum of 20 minutes with four minutes of commercials. Commercials in these shows are $1,430 per minute, and time costs from $48-119 per minute, depending on length of the program. All rates go up as much as 25% on Saturdays and volume discounts are given. Stations carrying the commercial segment in otherwise sustaining schedules are Bavarian Radio, Munich; Hesse Radio, Frankfurt; South West German Radio, Baden-Baden, and Radio Free Berlin.

RADIO RETURN: Operating commercial radio locally on a basis similar to the commercial network programming (see above), South West German Radio grossed more than $1 million last year, an increase of 47.5% in the twelve months, it announced. Radio operations of South West German Radio, like television, are financed by a set tax and subsidized by small commercial portions inserted in a generally sustaining schedule.

COMMERCIAL TALK IN BELGIUM: A Belgian company for the operation of commercial television programs has been established in Brussels under the name of Office de Telediffusion. There are no privately owned stations now in operation in Belgium, but the new organization plans to start commercial broadcasting, possibly in cooperation with local government stations, at the start of the Brussels World Fair in April,

ALLEN KANDER & CO.
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FOR THE PURCHASE AND SALE OF
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NEW YORK 60 East 42nd St. MUrray Hill 7-4242
CHICAGO 35 East Wacker Dr. RAndolph 6-6760
DENVER 1700 Broadway Acoma 2-3623

1958. Among the shareholders of Telediffusion are major advertisers, publishers, receiver manufacturers, advertising agencies, and non-Belgian companies (some U. S. firms have been reported among them).

TROUBLE IN TIRANO: Viewers in the north Italian town of Tirano were irritated all last fall and part of the winter by picture fadeouts recurring during the most popular shows. Months of sleuthing led police to the door of Tirano's motion picture theatre. There they identified Marco Soltoggio as the enterprising operator, who with a friend, had been going out periodically and cutting the coaxial cable with a hatchet.

'BRACK' COAX DEFINITION: The vocabulary of television critics stands to be enriched, if a gadget being developed in London catches on. Associated Rediffusion is perfecting apparatus that lets the viewer talk back to the broadcaster both aurally and visually. To register disgust, it is reported, the viewer pushes a button on his set and a loud "brack!" is sounded in the broadcast studio. The button also illumines a red "fireside critic's light." The company has said it plans to equip 200 viewers with the device to show how programs are doing.

RED SIGNAL: Color television is slated to come to Russia this year, according to a report by Radio Moscow, which also has announced plans for more stations in the U. S. S. R. and a new 1,033-foot tower in Leningrad, planned as the highest in the Soviet Union. Color will be confined to Moscow at first, according to the report, and will be extended later to other cities. Also contributing to the spread of Soviet tv will be the reduced price of sets, announced by the Ministry of Trade at the first of the year. While vodka, champagne, automobiles and other luxury items went up as much as 20%, the cost of tv sets dropped 14-18% to about $350.

CHROMATIC ASIATIC TV: At a time when monochrome tv set sales in Japan are spurting, a manufacturer has announced it will start production of color receivers. Tokyo Shibaura Electric Co. last week said it would turn out 100 color sets on a trial basis, using parts imported from RCA. Total tv sets in Japan, reported last week at 730,206, are expected to reach a million early this year.

SAN JUAN STARTER: Puerto Rico's first educational television station, operated by the government, went on the air in San Juan last week. Gov. Luis Munz Marin dedicated WIPR-TV, broadcasting on ch. 6 with 100 kw, on Monday, promising private broadcasters that the station would not compete with them. WIPR-TV reportedly is able to cover all of Puerto Rico except the southwest corner. It is operating 5½ hours daily starting at 3 p.m., with 60% of the schedule broadcast live. Rafael Delgado Marquez is general manager and Leopoldo Santiagi Lavandero program director.

"TARGET"

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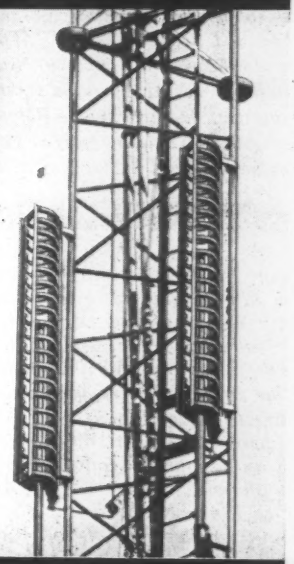
Aimed to hold **AUDIENCES** *week after week!*

STAND-BY ANTENNAS

for TV TRANSMITTING channels 7-13

No Diplexer Needed



A simple, versatile, and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna can be mounted on the legs of an existing tower. Shown here is the Station WXYZ-TV installation in Detroit, Michigan, being used with a 50 kw transmitter. They may also be mounted on FM antennas (Station WBKB-TV, Chicago, Illinois) and on masts, one above the other. The aural and visual transmission lines need not be of equal length.

Write for Bulletin B-957

AMCI

ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS

ALFORD *Manufacturing Co. Inc*

299 ATLANTIC AVE., BOSTON, MASS.

THE POSITIVE CASE FOR TV FILM

• Film's Harris challenges live's Susskind

• On credit side: flexibility, latitude, cost

"Live television has become restricted to parlor, bedroom and kitchen . . . it gets pretty dull." The speaker: Leslie Harris, taking issue with producer David Susskind's outspoken partisanship for live tv [OPINION, *Dec. 30, 1957*]. *Mr. Harris, vice president and general manager of CBS Television Film Sales, presents the case for film in this recorded interview with* BROADCASTING. *Mr. Harris has touched a lot of industry bases in his 42 years. While still at Washington Lee U. he spent summers announcing at WDBO Orlando, Fla. His first job after school was with WOR New York as an announcer, followed by a stint as station manager at WQAM Miami. In 1941 he moved to CBS, in the production department, left there to become radio director of Benton & Bowles. He later joined NBC as program director of network radio; then joined Colgate-Palmolive as head of radio-tv. After a time in independent production with producer Bernie Schubert, he returned to CBS.*

There seem to be three sides to the debate on whether it's better to do a program on film or do it live. Some say film is better, some say live, some say each has certain advantages. Where do you stand?

It depends on the program, the circumstances, the type of presentation.

You feel there is room for both?

I definitely do.

What kind of program do you think is better on film?

Can I reverse this a little? I think the latitude of film is much wider than for live broadcasts, so I would prefer to say what kind of program I think is best live. A variety program. I would never suggest that a variety program be put on film. For instance, Ed Sullivan or Perry Como.

How about Frank Sinatra?

I think Frank Sinatra made a serious mistake going on film. The spontaneity of a Sinatra, the impact or the rapport between the singer and his audience, can best be preserved live. I make no case for film where a personality such as a Sinatra or Dinah Shore or that type of entertainer is concerned. Not only do I think a variety show should be done live but a musical show, generally speaking, is better if it is done live.

How about a dramatic show?

I think film is superior for a number of reasons. There is no question that a dramatic show can be done live extremely well, but there are definite restrictions generally speaking, the artistic performance is better if it's on film. There is certainly a wider latitude insofar as sets and locations are concerned. The possibility of error is less. The chances of a better performance are improved on film.

Now I have to cushion all these with some negatives. The problem with film today is there is too much rush and not enough money. If we are to do a film in three days as compared to a live dramatic which possibly has two weeks' rehearsal, obviously the film show is likely to suffer. Where the problem arises is to equalize the costs of film and make them comparable to a live show and at the same time benefit from the better values that can be realized in a film show. The trouble is that with a film show today, most actors walk into the studio, the cameras begin to roll, and we've got a show! This isn't good. And I think that's why the proponents of the live television dramatic show say the live show is better, simply because the actors have had more rehearsal. That I can't argue with.

I think perhaps you and Dave Susskind are closer together than I thought you would be, because he was talking throughout in terms of 2½ and 3 days of production for a film show.

Well, it's not adequate; there's no question about it.

Why can't there be a longer period for film?

Because, in the first place, the scales between the live actors union and film actors union are different and the entire cost factor, technically speaking, is much higher on film; so if you have two weeks' rehearsal to do a film show as opposed to a live show, the cost would probably be twice as much. I think I'm being conservative.

Does this mean that film can never replace live in television?

I don't think it's good for film to replace live. There should be room in television for both. I don't think there should be any arbitrary standards or evaluations as to whether film should replace live or live should replace film. Both of these media are necessary and important for television. It becomes a question of which is the most acceptable or which can be utilized to the best advantage.

Let's build a case for film. Let's tell our readers the type of program you think best on film, the advantages of film.

I think the analogy between film and live is very similar to the theatre and the screen today. In the theatre—the live theatre or live television there obviously are limitations. For instance, you can't do a successful western show in a theatre. Conversely, you can do a tremendously good western on film. Now whether we say the western dramatic form is the essence of art or not, the fact remains that a western is probably the most popular form of entertainment on television today. Westerns have been tried live and they have been dismal failures and will probably remain so. Obviously, the show that demands outdoor shots, change of locale and action has

to be done on film. Live television today, in my opinion, has become restricted pretty much to parlor, bedroom and kitchen. Everything is interior and it gets pretty dull.

How do you expand your horizons? You have to go to film. Today, in all the studios we've made, Americans are traveling and they're reading books that deal with adventure, out-of-doors life. We find more interest in that type of thing. Ten years ago in radio if we did a soap opera where the locale was Paris, nobody listened. But today people want to see these things, and the most successful motion pictures in the past eight or 10 years included "Three Coins in the Fountain," a travel show; "Roman Holiday," another travel show, and Katherine Hepburn's "Summertime." In effect, what they did was to take a dramatic show and super it over a travelogue. The only way you can possibly do that in television is on film. Apart from this, I think that film, properly used, displays an actor to better advantage.

One of the assertions made was that there is really nothing distinguished about any filmed tv program. Is this true?

Of course not. There is something distinguished about *Gunsmoke*, whether you are a western fan or not. It's a damned well-done film. I think a great many film series have distinguishing characteristics. I can't point to *I Love Lucy* as a great artistic achievement, but certainly from the popular acceptance, a series like *Lucy* is fine entertainment. If we are to compare television film today and, say, some of the really great motion pictures, such as "The Ten Commandments," obviously no comparison can be made. But this is strictly a cost factor. If we had the same amount of money to spend on television, the quality situation could be pretty quickly corrected. This is an economic problem.

Do you think the viewer knows when a show is on film?

Absolutely not. We've made a number of studies. They cannot tell the difference between live and film and, more important, they care less. This is an academic factor insofar as the average viewer is concerned. Basically what they are looking for is a good show; it entertains, it educates, it amuses.

Carrying that one step further, do you happen to know what percentage of, say, the top ten or top twenty are film and how much live?

Only three of the top ten are not on film. *Gunsmoke* is No. 1—that's film. The *Lucy* special, *Wells Fargo*, Danny Thomas, Jack Benny, *Cheyenne* and *Wyatt Earp*. Only Sullivan, Como, and Jerry Lewis are live.

What about the cost of film? From an advertiser's point of view, isn't it cheaper for him to buy a film show in the long run?

Definitely, yes.

What would the average film show run?

Around $35,000 for a half-hour show.

And the same show live?

Closer to $45,000 or $50,000. And if we go into the hour extravaganza, then we are really in the big money. For instance, many of the extravaganzas today, such as these recent anniversary shows where the cost is running up to $300,000, could have been done on film probably better—and cheaper—but the question then is whether the actors would be available for film. Remember, the personalities involved are a big factor today. A great many top personalities will go live but they do not want to go on film, because they know that film is going to be around for the next 10 years. I think if most advertisers or producers had their choice, they would prefer to go film because obviously the future holds more for film than it does for live insofar as covering costs.

Would you say live shows on the whole are more creative than film shows?

Not a bit. I don't see why. There we get back again to the basic problem that a film show must be done in a very short period of time and the director doesn't have a great deal of time to be very creative. But from the standpoint of sets, of acting ability, the way an actor responds to a camera and an audience, there isn't a great deal of difference. Marlon Brando is probably better on film today than he was on the stage. He certainly was not a big name on the stage until he became a film star. The same goes for a great many other people.

Is the film director confined to the sound stage? We talked about outdoor shooting. Is there actually a lot of outdoor shooting?

Oh, there is a great deal of outdoor shooting. I think it's becoming more and more popular. In our series, *The Gray Ghost*, for instance, I would say 90% of the action is out-of-doors. And in *Gunsmoke*, series like that, certainly 80% or more is out-of-doors.

How about the situation comedy?

Well, most are on film: Eve Arden, *Our Miss Brooks*, *Ozzie and Harriet* and the *Danny Thomas Show*. To set up a situation comedy show using the devices they use live would be an almost impossible task. I don't believe there is a single situation live, is there?

No, I was trying to remember one. What about the advantages of reruns on the syndicate itself?

Reruns definitely. If it's a great show, it deserves to be seen again. With today's rating base spreading out, if 30% of the people saw it the first time, potentially 70% of the people in this country have not seen the film, plus the fact a great many shows are enjoyed by people who have seen them before.

This is a way for the advertiser to recapture——

Definitely, and more important, a way for the producer, because it makes the film available to the advertiser for considerably less than he would have to pay if there were not the possibility of repeating.

By going into syndication?

Going into syndication, or even for that matter, being rerun on the network. *Lucy* is being rerun on the network today and is getting ratings almost as high as it used to in its heyday, and this is six years later. That's pretty good.

What I am trying to determine is whether there are advantages to films that a live program couldn't give an advertiser.

The advantages of film to an advertiser, I think are tremendous. For instance, if he has any regional problem, obviously he can't go for a live show, he's got to go for a syndicated show or a regional show. Also something to bear in mind for the future is the foreign market. American advertisers today, such as Lever or Colgate or General Foods which have foreign interests, undoubtedly are going to think in terms of shows also being seen in these areas. There have been inquiries as to whether American shows cannot be shown in England or Italy. Advertisers in the United States who have programs on the network quite often ask if we will provide the same show in the Latin American market and we are doing so more and more.

How much of your market is now in the foreign area?

Twenty-six per cent. We think that will grow to probably 30% or 32%. It's spreading out all over, and obviously film is the reason. Now NBC is even talking about offering kinescopes of its spectaculars overseas. We haven't gone that far yet; but if that day comes, then we are talking about the large spectacular really on film. Another factor would be that they could reduce their costs by selling them overseas. I think we've got to think in terms of tape for the future. Certainly it's a time-saver and it takes the pressure off studios in a great many cases. So what we will have in effect is a live show on tape.

Do you think tape will to any considerable extent replace film?

OPINION

I rather suspect it will.

It's less expensive.

Yes, but only because it eliminates laboratory costs. Otherwise the costs are pretty constant.

You haven't made any plans to use tape yet?

None at all.

But isn't it true film shows repeat the same thing over and over again, while in the live show we can extend the scope?

I don't think that's true. The stereotype format, live or film, is generally due to the time factor. By that, I mean the tendency of advertisers to wait until the last moment before they sign the contract on the pro-

How do you expand your horizons in television? You have to go to film

we can put it on the shelf a couple of years and by the time we bring it out there will be a whole new group of children to look at it. I think this will become a major factor.

Is that being done generally?

No, not yet. We're thinking of retiring *Amos 'n' Andy* next year for awhile and give it a chance to settle and wait until new viewers come along.

Is there any one of your tv film series which has beat the problem of residuals, that sold enough in its first run?

I don't think in the whole history of television there is any show that has made enough money for the first run in syndication to clear entirely its production costs and go into residuals. Residuals, as opposed to repayment, because on the second run the actors and director automatically get a repayment, but by residuals I mean ownership in the film which would mean a net after the gross has been met.

How is Whirlybirds *making out now?*

Whirlybirds is extremely good; it's one of our biggest sellers. The first series, let's say, is now in a money-making position, but it took a year to pay for itself. Now, the second series has begun, so that means it will be another year before we will be off the net for the second series.

But that's not par for the course, or is it?

No, it certainly isn't par for the course—that's very exceptional. When a show manages to pay its production costs in the first gram. If you've got only a month or a month and a half to get the show in production, you haven't time to work with a group of writers and attempt new approaches. You've got to fall back on some tried and tested premises. The same thing applies if it's live. You're going to rely on what you know has a sure-fire audience appeal. I don't think there can be any distinction between film and live insofar as the tried formats are concerned. There are a lot of them around.

Does the fact that the tv filmmaker has to work on a very tight budget mean it's also very difficult to get high-priced stars, good-name talent?

Well, yes, and you also must bear in mind that the real top-name talent wants more for film than they do live.

How much more would you say? What percentage?

I would say almost double, because when they put it on film they know it's for keeps, it's going to be seen time and time again. If they make a live shot, it's one time and you're out. So the price is set up accordingly.

They also get payments, don't they, on the residual?

Rerun payments, that's correct. But, as I say, a great many top personalities will not appear on film because of motion picture commitments. It's a difficult problem, of course, but in another way it has been a godsend to a great many actors and actresses who are not well known. Film has contributed greatly in building up the unknown but talented actors and actresses. Today, on film we would much prefer to get really talented actors or actresses than we would to get a name star. Film will build them and has consistently. I don't think Jim Arness was very well known before he went on *Gunsmoke*. Certainly the Tod Andrewses, the Hugh O'Brien's, and those people were not big stars until they got on these shows. Film built them very quickly.

Do you feel residuals are overrated?

Yes. First, you've got to recover the costs of the program before you can get to the residuals for the stars. So, say a star has 10% ownership in a show and the show costs $35,000 and conceivably sells for less. That's one year gone and no residuals. In fact, you haven't even recouped production costs. Then the program goes into syndication. By the end of the second year you may have made up all the costs of the show. So now you're even. It will be the third year before there are any residuals and with the large amount of property on the air today as opposed to, say, three years ago, we think about three years is all there is for a film show. Three repeats and you're out. So that doesn't add up to a great amount for residuals.

Does the three-year life span apply to live shows, too?

Yes, I think it does in most cases. The audience becomes bored with the same characters, and you run out of situations. We retire films today. For instance, *Range Rider* has been out for four years. Now year this is very unusual. We originally thought it took a minimum of 2 to 2½ years to do that, but we're going to keep in mind that the whole area of film syndication has been upgraded in the past year. Syndication in the beginning was synonymous with cheapness and they always said, "This is network quality and this is syndication," the inference being that syndication is pretty third-rate quality. In the beginning syndication was inferior and again the economic factor was the cause. Stations were unwilling to pay a great deal of money for films, so as a result we had to downgrade the production costs, the quality was not too good, but stations and advertisers have accepted syndication films and now it's comparable to network quality.

In most cases, viewers in the average city don't know half the time whether this is a syndicated film or whether it's on a network. And as the stations and the advertisers have indicated a willingness to pay more for these films, we have been able to upgrade the quality. Now the production costs of a syndicated film in most cases are identical to the costs of a network film.

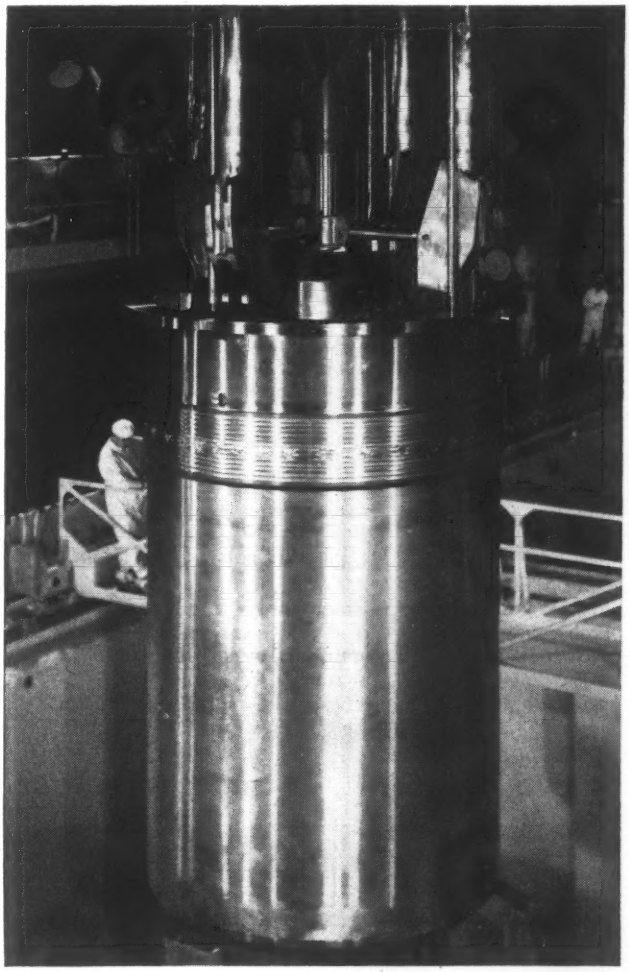
Is there any definite formula as to the amount of money you put up for a show?

We usually put up 100%, although there are a variety of formulas.

One hundred per cent and you hire outside producers.

Right. But you want to remember it's not an outside producer. For instance, Sam Gallu, producer of *Navy Log*, was con-

Only STEEL can do so many jobs so well



First Automatic Teamaker. After years of research, the tea industry, the restaurant industry and a large food machinery manufacturer have perfected the first automatic teamaker. It dispenses hot tea, iced tea, hot water or cold water at the touch of a button. Like almost all commercial food equipment, it is made from Stainless Steel because Stainless resists corrosion, is easily cleaned and looks bright and new forever. Don't forget, you can buy Stainless Steel equipment for your kitchen, too.

The Heart Of The Atomic Reactor. The world's first full-scale atomic power plant devoted exclusively to serving civilian needs is now in operation at Shippingport, Pa., northwest of Pittsburgh. Here, the nuclear core, or charge of fuel, is being lowered into position. Inside the cylindrical barrel is the nuclear fuel assembly, approximately 6 ft. in length and over 6 ft. in diameter. The unit weighs 58 tons which includes the 14 tons of natural uranium surrounding 165 lbs. of highly enriched uranium "seed." The "hot" nuclear reaction takes place within the core, to drive a turbine generator of 100,000-kilowatt capacity. The core barrel, as well as some parts of the core itself, is made from ultra-high-quality steel.

Boring Work. Notice the 3½-foot-diameter holes near the man at the right. They penetrate through *200 feet* of rock and coal. The big coal-mining machine operates just like a carpenter's auger. The coal "chips" are loaded directly onto the truck with a conveyor belt. Each auger is 17 feet long, and they are chucked together to make up one long string. Auger blades are made from USS COR-TEN Steel which has 50% more strength (yield point) than structural carbon steel, four to six times the resistance to atmospheric corrosion, and good resistance to abrasion.

UNITED STATES STEEL

American Bridge . . . American Steel & Wire and Cyclone Fence . . . Columbia-Geneva Steel
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Tennessee Coal & Iron . . . United States Steel Homes . . . United States Steel Products
United States Steel Supply . . . **Divisions of United States Steel Corporation, Pittsburgh**
Union Supply Company · United States Steel Export Company · Universal Atlas Cement Company

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Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time).

8-262

tracted by CBS. CBS paid for the show, bought the script, approved the producer, the director, everybody on the show. He's producing directly for CBS under full control of CBS. A show like *The Gray Ghost* was the idea of Lindsay Parsons. He brought it to CBS. CBS in turn underwrote the show completely, but insofar as script control, director, cameramen and cast, that is done with the full approval of CBS. There is no such thing as where we just say arbitrarily to a producer, "Okay, you just go and produce the show and send it to us." Take our upcoming *Diplomat* series (about the State Department), for instance. We perhaps have 10 scripts now, have hired our star, Clare Boothe Luce, and we don't know who we'll assign it to. We'll probably hire a producer and have him put together a unit.

What's the reason for this independent production setup now?

Well, for instance, a producer like Lindsay Parsons has had wide experience and is very competent. It's much simpler for us to assign production to a producer who has the facilities or has worked with his own production unit for years. I think it's a matter of competency to a large degree, competency and know-how. If we have to set up a unit, then it means us hiring all the personnel and it creates a lot of problems, although I think we'll eventually get into direct production ourselves.

Why do you think you're going to do this?

this year; next year they will all be back here in New York. And the moment we get a decent facility setup in New York, we'll certainly do as much filming in New York as on the Coast. As a matter of fact, there are a lot of shows that are planned for the future that demand a New York locale. It's a very exciting city. For instance, in our legal series, *Attorney,* we're not going to have a lawyer riding up and down a palm-lined street, we're going to shoot him down on Broad Street or some place where we can get some sense of urgency or excitement to it.

When do you think we will have adequate facilities in New York?

I would guess in about a year or so. I thing Mayor Wagner is definitely aware of this problem now and they've already indicated that they are going to extend themselves to make it easier for picture production in New York. One of the problems in New York was that, for instance, you had to have a special permit to photograph a picture in Central Park. If you are photographing on the street, you have the crowd problem. And it was difficult to get the permit; we had problems with police protection. You had to go to four or five different agencies to get all your permits.

From what I understand now, they are going to centralize this in one agency. That will immeasurably help the situation, and as we start to photograph more, obviously more talent is going to come into New York, technical talent. We don't need artistic talent, but technicians are needed here in New York.

Would you say there is any truth to the assertion that it's the so-called get-rich-quick people who are engaged in film tv today?

No, I think that's absolute nonsense. The people engaged in film tv today are exceptionally skilled craftsmen; they're basically the same people who are involved in motion picture production. I can't imagine any of them going in for a get-rich-quick scheme or a fast buck. There might be some fringe producers who have cooked up a fast promotion deal, but they haven't lasted long, and the same can be said for a lot of live producers. None of them have succeeded. I would say by and large the people in film television today are very sincere hard-working, competent people.

How about the producers who are doing the live specials? Can you call them get-rich-quick boys, too?

Absolutely not. Most of them are extremely capable people. They have to be, because putting on a live spectacular today demands skilled artistic people. The same applies if its done on film.

Then you would say specifically that it's not true that the rejects and retreads from the Hollywood motion picture industry are in television film?

Oh, absolutely not, because, let's face it, today television film is the lifeblood of Hollywood, not motion pictures any more. And the same people—the technicians—are in television that were in the motion pictures.

All motion picture directors, however, do not necessarily make good television di-

The audience can't distinguish between live and film . . . and cares less

We haven't found enough competent producers that we want to trust our production to.

There is also the cost of keeping a competent staff.

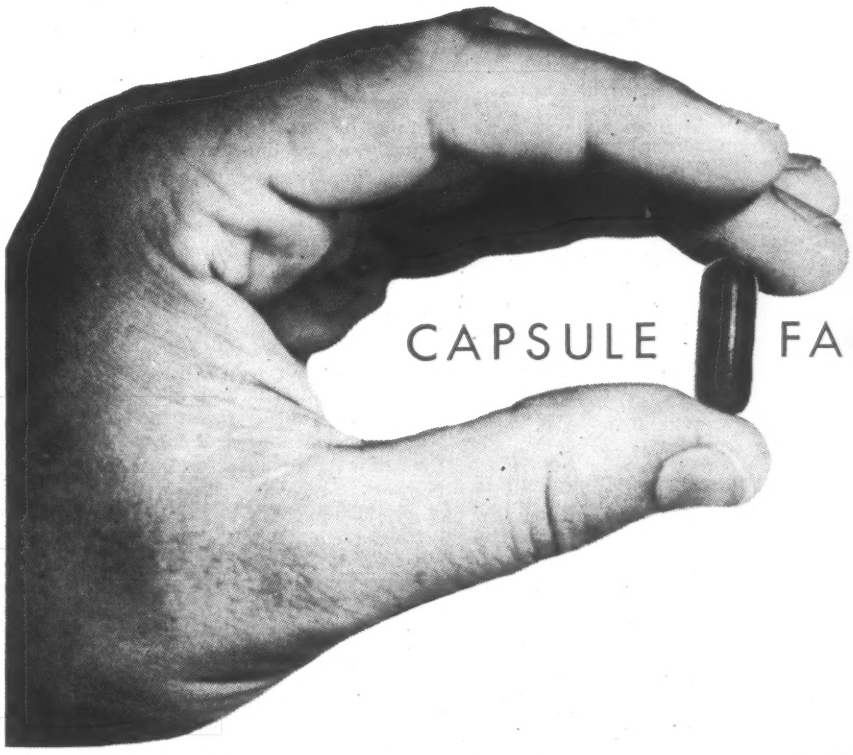
That's right. There is a big overhead factor there, because, you see, the only way to operate economically in syndication is to film the series and then cut off your production costs, and if you have to rent studios and keep producers and various other personnel on, it means an overhead.

Is the production end of the business moving out to the West Coast?

I don't think so. This is Hollywood talk. They have a terrible inferiority complex. The reason there has been an exodus to Hollywood can be reduced to a couple of simple equations. First, facilities in New York are very limited. Second, personnel in New York is limited. There are perhaps five good cameramen around in New York. Very few motion picture directors are in New York, although the best actors in the world are in New York.

Equipment is another thing; you don't have the equipment resources Hollywood does; you don't have the editors, a tremendously important factor; you can't get the overnight service you get in Hollywood. If you want rushes at nine o'clock tomorrow morning, you get them; here you can't.

Another factor is that a lot of theatrical people like to live on the West Coast; it is very pleasant out there. But this is a vogue



CAPSULE FACTS ABOUT

ALABAMA

Without CENTRAL AND SOUTHERN ALABAMA, coverage of Alabama cannot be complete, or even adequate. That's because CENTRAL AND SOUTHERN ALABAMA is the home of more than 1,000,000 people—*one-third of Alabama's population and retail sales!*

You cover Central and Southern Alabama only with WSFA-TV. You cannot cover it with any other station or combination of stations. Include WSFA-TV in every Alabama advertising program.

CENTRAL AND SOUTHERN ALABAMA
WSFA-TV's 35 Alabama Counties*

Population	**1,093,100**
Retail Sales	**$ 741,637,000**
Food Store Sales	**$ 184,927,000**
Drug Store Sales	**$ 21,859,000**
Effective Buying Income	**$1,062,690,000**

**Does not include 3 Georgia and 3 Florida bonus Counties*

Source: Sales Management Survey of Buying Power, May 1957

WSFA-TV MONTGOMERY

Channel 12—maximum-power VHF • NBC/ABC • Represented by the Katz Agency • A WKY Television System Station

See WSFA-TV in "Montgomery" Section

rectors. A motion picture director is used to working with a large screen and wide panoramic action while the television director has got to get in pretty close and depend more upon lighting effects and tight shots. But the cameramen, the gaffers, the rest of the crews in television film today are the same people who the following week will work on a multi-million dollar motion picture.

There is a trend toward getting specials on film. Shirley Temple, for instance.

That's true and I think this will become more and more evident. After all, one of the most successful of the spectaculars was "The Wizard of Oz," which was a motion picture, and I don't think any spectacular yet is comparable to "The Wizard of Oz." There are effects you can get on film that certainly cannot be duplicated live.

I think perhaps if some of the recent spectaculars had been done on film, they would have benefitted a great deal. Certainly in "The Pied Piper" the effects on film were far superior to what they would have been able to achieve live, and although there was some artistic criticism of the show, I don't think it had anything to do with this transference to film.

Aren't there some technical improvements which could be made in tv film? For instance, I note from time to time on the television screen you don't get the complete picture, you get cut-offs.

Well, that's true. Of course, a great many technical innovations have been developed in the past year, both film and live, and tape will be a tremendous factor insofar as technical innovations are concerned.

Do you think of any area of tv film programming that could be improved?

Well, let's say that all areas could be improved. We don't take the position that film is perfect any more than we say that live is perfect.

How about public service programming in film?

Well, public service programming is going toward film. It's almost out of the question to do major public service programming live. For instance, how could *Conquest* be done live? Impossible. You can go on. A good example is *Odyssey* which tried it live. I think *Conquest* is vastly superior to *Odyssey*. What show in one hour could go from under the sea to 100,000 feet in the air and photograph through a microscope the beginnings of life? It has to be done on film. It just can't be done live.

How long have you been with CBS? Your title first, of course.

Vice president and general manager of CBS Television Film Sales and I have been with CBS about 3½ years. Before that I was a package producer in live and film for about 2½ years.

Before that I was with Colgate-Palmolive-Peet, as head of television, at which time we were involved in both live and film television, *The Comedy Hour*, the only time it was any damned good. Before C-P-P, I was the national program director of NBC Radio Network. And before that I was originally in production for CBS.

You're right back where you started.

Except now I've switched to film.

PLAYBACK

QUOTES WORTH REPEATING

RADIO'S NEXT STEP

Local radio lacks a champion and, accordingly, it must create its own strong voice within the community, says James Howe, president of the Florida Assn. of Broadcasters. Now president-general manager of WIRA Fort Pierce, Fla., Mr. Howe addressed the 11th annual Radio Institute held by the New Jersey Broadcasters Assn. in cooperation with Rutgers U. A portion of his remarks:

The time has come for radio to take its next step forward. That step is to make that latent power active by the creation and exercise of an editorial policy for your radio station. We need it, we must have it and I think it is inevitable. We are no longer children and we must forget the fears of childhood. We are grown men and a grown industry, and today we must face reality. We have both a moral responsibility and an economic necessity for taking this next step forward.

We must be careful not to assume the stupidity and arrogance of the average newspaper publisher, who believes, like the Hapsburgs, that the paper he inherited from his father is a divine instrument. . . . We must not use our editorial policy as a tool for self gain or self interest, for to so do would be to soon lose the faith the people have in our stations today. We must be courageous enough to stand firm in our beliefs when the angry advertiser calls to cancel his contract because he differs with our opinion, and when the angry housewife calls to assure us she is going to listen to the top 40 stations from now on.

Don't worry! Both the advertiser and the housewife will be back. And when they come back, they'll have even more respect for you and your radio station. I sincerely believe that the most important single step forward radio broadcasting can make today is to adopt an editorial policy and with it, its proper leadership in its community.

With this leadership comes the needed voice. Let me make one thing clear, the power of the voice will come from the leadership in the community . . . the editorial policy leads to leadership and leadership leads to an authority and a respect which will enable local radio to assume its place alongside of and in proper proportion to the networks and tv in the minds of our people, our politicians, and of the FCC, and will allow us to assume our proper place in the sun as an important segment of our industry.

NO RIGID STANDARDS

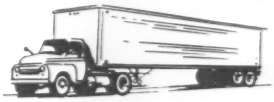
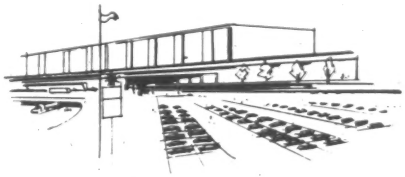
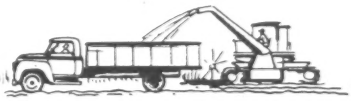
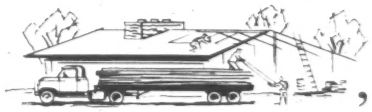
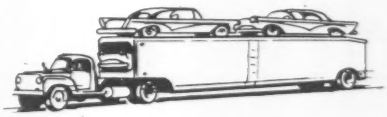
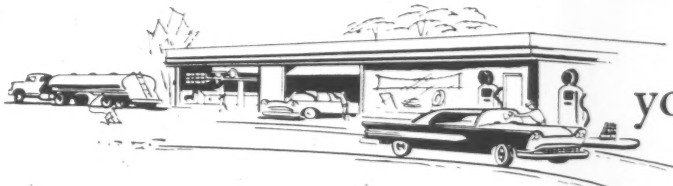
Administrative agencies have a penchant for arriving at decisions which many times are at variance with previous rulings. There are three reasons for this says Paul Dobin, former chief of the FCC's Rules & Standards division and now a radio attorney associated with the Washington law firm of Cohn & Marks, in the Dec. 5, 1957 Virginia Law Weekly:

. . . First, the manner in which administrative decisions are written makes them extremely susceptible to inconsistency. Administrative agencies generally have special staffs who are delegated the responsibility of preparing administrative opinions. We may assume here—and the writer believes it to be true—that the ultimate decision or judgment is almost always that of the agency members themselves. It is unfortunately too often the case, however, that agency members are concerned mainly with the decision and the detailed reasons for the decision are the creation of the agency writing staff and not the agency members themselves. It is appropriate to point out that most majority agency opinions are *per curiam;* individual members do not take public responsibility for their own views even when they are personally written by members of the majority. Further, dissents are frequently registered without opinion or with one or two sentence opinions.

Secondly, some members of administrative agencies are not lawyers and are, therefore, not schooled in the judicial tradition which is essential for a healthy and sound administrative adjudicatory system.

In addition, there is a tendency on the part of all agency members—lawyers and non-lawyers alike—to want to hide the real basis for decision. Mind you, the real basis may be a reasonable one that would not be unwarranted or improper. But the administrative agency, born in an atmosphere of flexibility, frequently does not like to be tied down to principle. Like an arbitrator who has no responsibility for uniformity of decision, administrative agencies like to be free to decide future cases without worrying about consistency or past decisions. Some reasons, if announced in particular cases, would be too specific to be avoided in future cases without explanation. Agencies may, therefore, prefer to cast their decisions in an imprecise standard which leaves them with free hands and no embarrassment when they wish to deviate from past decisions.

The Wheels That Go Everywhere!

These are the wheels that bring raw materials to the factory , the wheels that move the finished products  to the store  , the wheels that help the farmer raise his crops  , that get these crops to market , the wheels that build your home  , that deliver  and serve  your car, that go everywhere to bring you everything you eat, wear or use!

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ATA

THE WHEELS THAT GO EVERYWHERE

KLZ-TV Sweeps ARB Ratings in Denver!

Latest ARB four-week averages (Nov. 1957) prove undisputed leadership of KLZ-TV.

KLZ-TV leads with 24 of the top 50 shows in the Denver market including

rated *network* show
(Gunsmoke 37.5)

rated *syndicated* show
(Whirlybirds 34.4)

rated *local* show
(10 p.m. News 21.8)

PLUS

rated local morning news
(Bob Butz 5.8)

rated local afternoon news
(Carl Akers 10.5)

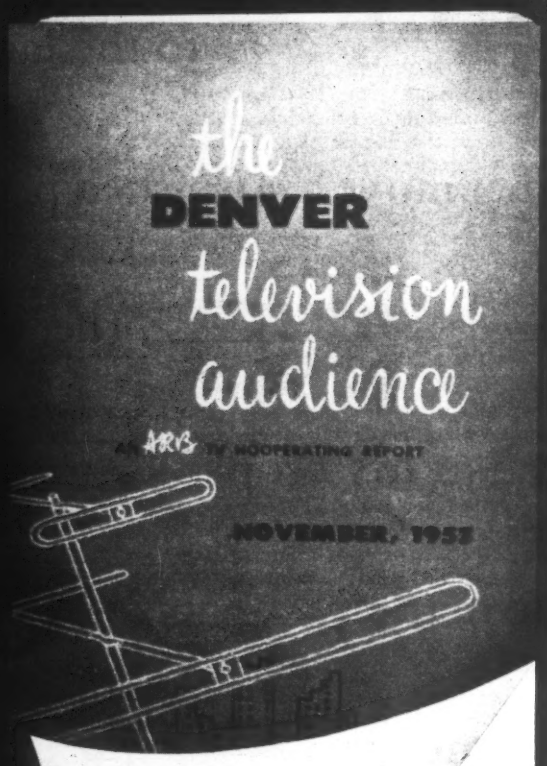
rated local children's show
(Fred 'n' Fae 8.7)

rated local weather
(Dick Becker)

rated local sports
(Starr Yelland).

KLZ-TV delivers biggest audiences consistently day after day. Call your KATZ man and get the KLZ-TV power story in Denver.

CBS in DENVER



10 TOP SYNDICATED SHOWS

1. Whirlybirds	34.4	KLZ-TV
2. Sheriff of Cochise	27.5	KLZ-TV
3. Dr. Hudson	26.5	KLZ-TV
4. State Trooper	26.4	Stat. 'B'
5. Frontier Doctor	24.0	KLZ-TV
6. Highway Patrol	24.0	Stat. 'C'
7. Harbor Command	21.1	KLZ-TV
8. Boots & Saddles	20.3	KLZ-TV
9. O. Henry	20.3	KLZ-TV
10. American Legend	19.4	KLZ-TV

CBS TELEVISION Channel 7

Represented by the KATZ Agency

MONDAY MEMO

from **ARTHUR C. FATT,** *president, Grey Adv.*

Don't bury the product you have come to praise

PHOTO BY LOUIS NEMETH

Arthur C. Fatt, president of Grey Adv.; b. New York City, July 7, 1904; Educ. New York U. Joined Grey Adv. as office boy, still there 36 years later. Elected president three years ago. Made headlines last month when agency lost Kolynos toothpaste account after he said in tv interview that he had used a competing brand [LEAD STORY, *Dec. 16, 1957*].

The challenge posed by tv as an advertising medium has assumed startling proportions. With the changing tempo of television programming and skyrocketing operational costs, the burden of the commercial grows heavier and heavier. To satisfy the diversified interests of the increasing tv audience, longer and more spectacular shows are running the cost of time and talent to an alltime zenith.

A large part of the commercial's problem is that it must not only maintain its own viewer interest in the very shadow of the program it sponsors, but outshine other commercials as well.

The key, then, is creating "product preference." Research has demonstrated that commercials for one brand can achieve as much as 40-to-1 advantage over another brand in their ability to create product preference. In the light of these odds, we had better take a new and closer look at our commercials. Sudden sales death is the answer to an advertiser, large or small, who shrugs off this responsibility, for no advertiser can afford feeble commercials.

It is obvious that the commercial was sired by the wrong parents. The creative genes that produced the tv commercial, and its older brother, the radio commercial, were conceived out of the marriage between the stage (theatre and movies) and the podium. These parents were poor progenitors for their offspring, because stage and podium are keyed towards mass reaction. Actors and public speakers talk to an audience. Playwrights and speech writers aim their point at attaining collective group response, and can reply on a quick "brush fire" audience response. That is to say, audience emotion spreads quickly in an auditorium where people are gathered for a specific reason, with all attention directed to a central focal point. But mass selling is opposite to the goal of the commercial. The tv commercial is a "lone wolf," appealing to individual taste rather than mass audience identity. Unlike the theatre, it can be dismissed quite easily by merely flicking a dial without any embarrassment.

If personal selling, then, is the essence of the commercial, we will have to breed it from new stock. It would have been better if the tv commercial were the child of the house-to-house salesman or retail store clerk; raised in an environment of personal hand-to-hand contact, and nurtured by the specific basis of individual taste. Only in this way can a real and lasting understanding of salesmanship be learned.

Before the advent of television, advertisers had long wished for a medium by which they could show and demonstrate their products in the customers' homes. However, this dream was short-lived, for this electronic miracle teased the advertising business into too much too soon. In awe and amazement at tv's vast advertising potential, many abandoned creating individual appeal for the mammoth response to be gained by thousands of "home theatre" audiences. Tv commercials adopted all the tricks and stratagems of the stage, screen and platform to influence *collectively*, rather than *individually*.

Even though we have examples of personal selling in the form of many tv personalities, there still persist commercials which lecture, rave and orate, talk the viewer into lethargy—are pompous, irritating, wildly exaggerated and result in burying the product they have came to praise.

In many ways, we are starting to awaken to this fact, and have made vast strides toward greater effectiveness. Many commercials have now developed an audience following due to greater ingenuity in both dramatic and humorous presentations on a personal level. But instead of relaxing our pace towards greater creativity, we must continually strive to advance in tv product presentations.

Developing the ingredients of personal selling holds a large share in raising the standards of tv commercials. There is a strong parallel between the training of a personal representative going into a consumer's home and the planning of a tv commercial. Both are based on the sales approach for an in-the-home salesman. To attain a maximum degree of personal selling ingredients, a commercial must penetrate deeply into the consciousness of the individual viewer. Many opinions to the contrary, the reaction of each viewer, rather than mass reaction of a market audience, will result in sales increase. With these thoughts in mind, let us look at some of the elements of the commercial which contribute to personal selling, and which add up to what we at Grey call "Action Ingredients."

Empathy: Many leading psychologists and motivational researchers talk about the need for creating an empathic response in an audience. Logically enough, it applies directly to advertising, being "the complete understanding of another's feelings, motives, etc." Establishing empathy, therefore, is vital to creating personal selling appeal. Still far too many commercials fail to achieve this goal.

Personification: Many commercials rise to the heights of incongruity by using people completely out of keeping with the product they represent. If, to begin with, there is bad casting, no amount of tv ingenuity can make the commercial successful. The commercial personality and the product personality must be twins.

Believability: Sincerity must reflect in every costly second of viewer time. This will come about if the salesman is completely familiar with the product, and if he justifies his knowledge of the product by presenting it enthusiastically and in keeping with the mood of the commercial. And above all, make it apply directly to YOU. Without believability, there is no selling.

Imaginative Selling: Remembering that the object is personal selling, we can use many devices made possible by television, such as: Cartoons, puppets, film and live scenic designs, unusual camera angle shots and a great variety of musical background, to give added dimension to personal selling. Skillfully accomplished, they can fire the imagination and help surround the product with romance and excitement.

Better Copy: We've said a lot about "how" the sales message should be delivered, but the message itself is probably the most important single ingredient.

Three basic principles to be adhered to in copy are: Be sure the copy is directed at the individual, not a group; be sure you've got a sound selling idea directed to the consumer's self-interest and developed with creative imagination. Failure will result from dull and uninteresting copy. The effective commercial never tries to cram too much into the time allotted. The reason is obvious. Viewer absorption is a limited quality. A well constructed commercial will contain a single strong wallop, and no more. It is erroneous to suppose that the more you say, the more will be retained.

There are no set formulas for good commercials. Neither is there a panacea for every tv problem. There are, however, certain guiding principles that I've mentioned which can stimulate the pay-off qualities of the commercial—the "Action Ingredients" of personal selling. If the viewer can put it in his pocket and carry it away with him, all the cost and planning that went into creating the commercial are amply repaid.

You Get What You Pay For

IT IS hard to act thoughtfully in the presence of an overturned hornets' nest. And last week a hornets' nest was tipped over by Phil McHugh. He stirred up the old "tv costs are getting out of hand" controversy.

Hard though it may be to do, consideration must be given his complaint. The likes of the radio and television vice president of Campbell-Ewald are not to be brushed off lightly.

There is some logic in Mr. McHugh's contention that the emergence of ABC-TV as a strong network will have its effect on the size of the audiences of CBS and NBC. When a pie is being split up, one piece cannot be cut larger without reducing the size of some of the others. But this proposition presupposes that the size of the pie remains unchanged, and here is the first place where we disagree with Mr. McHugh.

As a matter of fact, Nielsen average-audience figures show prime-time gains for all three networks in November 1957 over November 1956, the months Mr. McHugh cited.

But Mr. McHugh feels that with 82% of all homes now tv-equipped there is "extremely little room for more than moderate enlargement of total viewer audiences." We cannot imagine saturation for television stopping at the 82% level. The percentages get smaller as the numbers get bigger, but the numbers are still growing. Mr. McHugh acknowledges the "tricky" nature of his reasoning on this score and himself notes that last year's 9% gain actually translates out to 3.5 million homes.

Then he argues that the average total audience of the Nielsen November top 10 "was actually 200,000 homes higher in 1956 than in 1957—despite the national increase of 3.5 million tv homes in 1957." Among other things, he also cites figures to show that three of the 1956 shows outdrew 1957 by one to two million homes apiece.

We do not challenge the accuracy of his figures. But we do think it should be pointed out that "total audience" measurements, because they count everyone who tunes in for as long as six minutes, naturally favor the long program—and that Mr. McHugh's 1956 top 10 represented almost twice as many hours of programming as the comparable 1957 top 10 did. Largely because the 1956 measurement included presidential election returns, the top 10 for that November amounted to 14½ hours of programming as compared to 7¾ in the November 1957 listing.

On an average-audience basis—that is, the audience per average minute—every show in the November 1957 top 10 outdrew its counterpart in the November 1956 list. What's more, the average for all 10 was not down 200,000, but actually was well over 800,000 homes higher in November 1957 than in November 1956.

The average-audience figures—which are the ones used in figuring cost per commercial minute—put quite a different light on the issue.

Television is costly, but not out of proportion to what it does for the user. We might add that it is costly not only to buy, but also to operate. This overhead isn't going down, a fact Mr. McHugh ought to appreciate. We haven't heard of any price cuts lately in the line of cars he's selling.

Toward Another IRNA?

IN the give and take of business under our free enterprise system the networks and their affiliates often quarrel. But these are private fights resulting from the interplay of competition. Neither the networks nor the affiliates have called a cop.

Yet there are cops on the scene—squads of them. The Antitrust Division of the Justice Dept. for example. The FCC, by way of its Special Network Study, generally known as the Barrow Report. And, of course, every committee of Congress that could find an excuse to get in on the television act.

Stations affiliate with networks because they have found the network system the most effective way of establishing audiences and of making their own ventures successful. That certainly was true in the development of radio before radio was confronted with tv competition. And it certainly is true of tv today.

Not too many months ago, the tv network structure was out of balance. There were four networks, but not enough outlets to go around. DuMont subsequently dropped out, and while the condition was alleviated, the imbalance persisted. Last year, however, enough outlets in key markets were activated to enable ABC-TV to become more competitive, and it, because of astute programming and hard selling, has become a contender. There now are three major tv networks, in contrast to the situation just two years ago when there were two majors and two red-ink minors.

Drawn for BROADCASTING by Sid Hix from an idea submitted by William S. Stokes, continuity director, WSOC-AM-TV, Charlotte, N. C.

"Miss Parsons, when writing on-air promotion, we do not refer viewers to 'see your local paper for time and channel'!"

So the deplorable competitive situation that caused such lamentation two years ago—when Congress, the FCC and the Antitrust Division pulled out all stops, has in substantial degree adjusted itself. And this through free competition.

In the readjustment processes inequities unquestionably developed. The public demanded more service. Congressmen besieged the FCC to cut corners and grant facilities. But inequities or no, in a single decade competitive, three-network service has been provided, a fourth "film" network is making substantial progress, and the public is receiving a quantity and quality of service that was considered impossible a decade ago.

Whatever the justification for stern measures two years ago, conditions today do not warrant the kind of punitive action being espoused in some Congressional quarters and which are implicit in the Barrow Report recommendations.

Without particularizing, it is clear that implementation of the basic recommendations of the Barrow Report—which, incidentally, coincide in large measure with the prior findings of the Celler Committee and the report of Kenneth Cox, counsel to the Senate Commerce Committee—would do violence to present network-affiliate relationships and the networks' ability to provide high-quality service. This would impede the rights of stations to conduct their operations as free enterprisers. Instead their lot would veer dangerously toward public utilities, subject to the rate regulation and interference with programming and sponsorship that would follow.

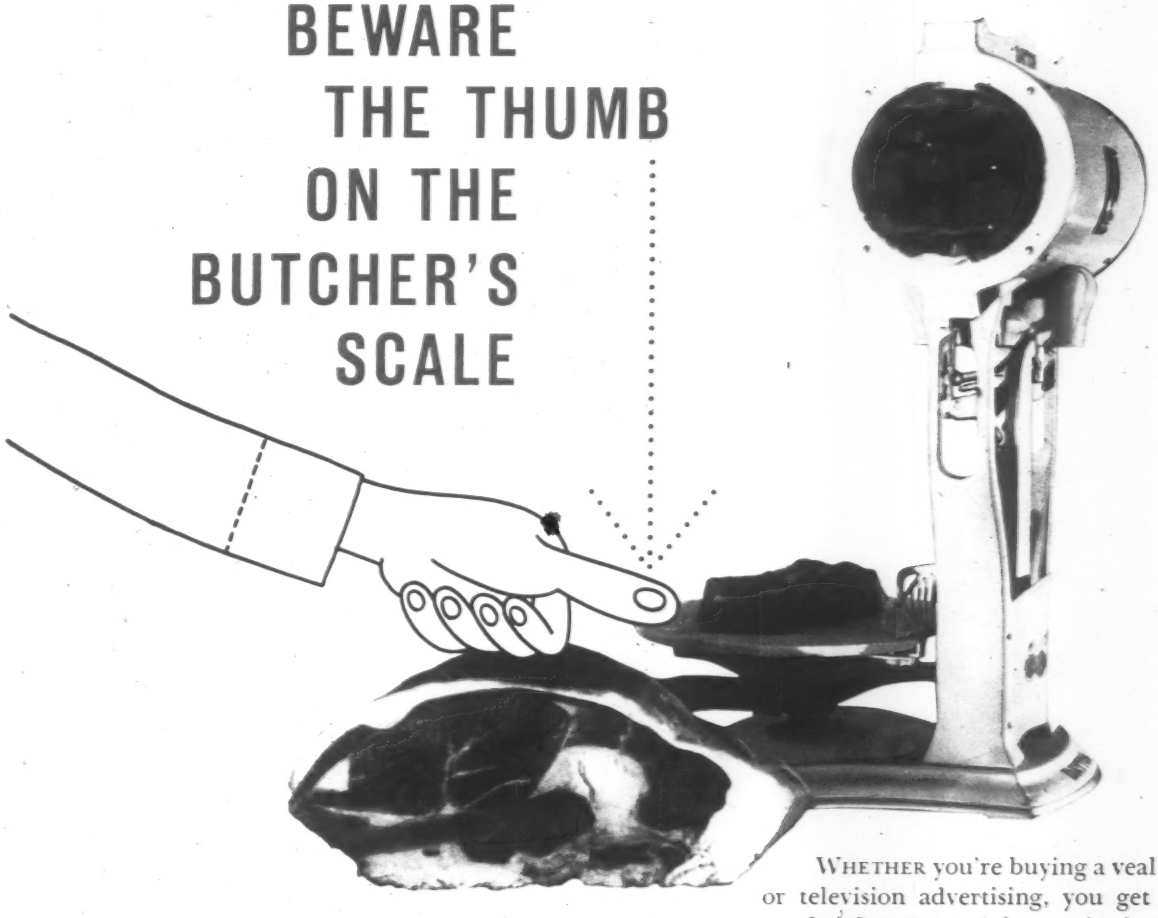
The FCC last week completed its "briefings" on the Barrow Report and has set a hearing preparatory to the drafting of proposed new rules. The networks can be expected to go all-out in their repudiation of the Barrow findings. That, however, is not enough. What about the affiliates? All cannot file individually. Whether the NAB can act for them is questionable, because of the historic conflict of interest within its varied membership.

But there are points on which all affiliates have a community of interest. Even the independents cannot condone rules that would place the business of television in a regulatory straitjacket.

In the late 1930's, radio was plagued by inordinate demands of Jimmy Petrillo's AFM and by another FCC which had in the works proposed rules governing "chain monopoly" applicable to networks. There was organized the Independent Radio Network Affiliates (IRNA) to plead the case for all radio.

We think all tv licensees (the networks are not themselves licensed) should consider means by which they can move together in thwarting overt or covert acts that will constrict their ability to do business as free enterprisers. Another IRNA could be the answer.

BEWARE THE THUMB ON THE BUTCHER'S SCALE



WHETHER you're buying a veal chop or television advertising, you get what you pay for. So any smart buyer checks to see what's *actually delivered* for his money. You can't eat the butcher's thumb.

In our rich Huntington-Charleston market, no TV station delivers so much for so little as WSAZ-TV. By day (9 A.M. to 5 P.M.), the next-best station charges you 171% more per 1,000 homes; the last-place station, 327% more. By night (7:30 to 10:30 P.M.), the gap is equally great – 123% and 197%, respectively. Dollar-for-dollar, here's the scorecard:

	Cost-per-M Daytime	Cost-per-M Nighttime
WSAZ-TV	$ .95	$1.12
Station B	2.57	2.50
Station C	4.06	3.33

(Source: ARB, November '57; all figures based on 260-time frequency)

Even more important, day *or* night, you get a juicy 62% *more* total homes with WSAZ-TV than with the other two stations combined. *Plus* a wide surrounding coverage of 100 counties in four states. *Plus* Channel 3 clarity. *Plus* the prestige of the Ohio Valley's oldest, best-liked TV station.

Better see Katz and get yourself a choice cut of all this advertising wallop!

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, Commercial Manager
Represented by The Katz Agency